



Alcoholic Beverage Control

FOR IMMEDIATE RELEASE

November 9, 2021

COMMISSIONERS:

Norman A. Mitchell, Sr.
Charlotte

Karen L. Stout
Black Mountain

Deputy Commissioner:
Terrance L. Merriweather

LOCATION:
400 East Tryon Road
Raleigh NC 27610

MAILING:
4307 Mail Service Center
Raleigh NC 27699-4307

PHONE: (919) 779-0700
<http://abc.nc.gov/>

NORTH CAROLINA ABC COMMISSION HOSTS FIRST ABC BOARD ADVISORY COMMITTEE MEETING

RALEIGH – North Carolina Alcoholic Beverage Control Commission staff met today with representatives from 34 local ABC boards across the state to hear their feedback for improving the distribution of high-demand, low-supply, allocated spirituous liquor products. Local ABC boards and their employees are on the front lines of spirituous liquor sales and have direct insight into customer preferences and sales trends at ABC stores in their respective communities.

To better incorporate their knowledge and expertise, the ABC Commission announced the creation of an ABC Board Advisory Committee which will meet quarterly to provide recommendations to the Commission related to allocated products and other distribution-related issues. The ABC General Managers in attendance selected regional representatives which will coordinate the next meeting and will work with all 171 ABC boards to determine the membership structure for this Advisory Committee. The Commission will provide assistance as needed and feels strongly that the Advisory Committee should be representative of all regions of the state and ABC boards of all sizes.

As the winter holiday season approaches, certain low-supply products that are annually released will begin to arrive in the state for distribution to the local ABC boards. Commission staff and ABC board representatives discussed plans for allocating these products this year and held drawings for those items. ABC board representatives who were present were able to witness the selection process first-hand. ABC boards will begin to receive these allocated products over the coming weeks.

In closing, the ABC board representatives and ABC Commission staff members agreed on the importance of distributing allocated products fairly and transparently. The Commission appreciates the partnership of the local ABC boards and looks forward to working collaboratively with the committee to ensure allocated products are distributed equitably throughout the state.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 17 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state of North Carolina. <http://abc.nc.gov>.

MEDIA CONTACT

Jeff Strickland
919-632-4828
Jeff.Strickland@abc.nc.gov

###