


WEST VIRGINIA  
**A**LCOHOL  
**B**EVERAGE  
**C**ONTROL  
ADMINISTRATION



2019  
FISCAL YEAR  
ANNUAL REPORT

## OUR MISSION

*The mission of the West Virginia Alcohol Beverage Control Administration is to regulate, enforce, and control the sales and distribution, transportation, storage, and consumption of alcoholic liquors and nonintoxicating beer as mandated by the West Virginia Liquor Control and Nonintoxicating Beer Act.*



## OUR PURPOSE

*The West Virginia Legislature created the West Virginia Alcohol Beverage Control in 1935. The WVABCA was organized to give effect to the mandate of the people expressed in the repeal of the state prohibition amendment, and to assure the greatest degree of freedom that is consistent with the health, safety, and good morals, of the people of West Virginia.*



**STATE OF WEST VIRGINIA  
DEPARTMENT OF REVENUE  
ALCOHOL BEVERAGE CONTROL ADMINISTRATION**

900 Pennsylvania Ave., 4<sup>th</sup> Floor  
Charleston, West Virginia 25302

**FREDRIC L. WOOTON**  
COMMISSIONER

**DAVE HARDY**  
CABINET SECRETARY

December 30, 2019

The Honorable Jim Justice, Governor  
Building 1, Capital Complex  
1900 Kanawha Boulevard, East  
Charleston, West Virginia 25305

Re: WVABCA 2019 Fiscal Year Annual Report

Dear Governor Justice:

The West Virginia Alcohol Beverage Control Administration is pleased to submit the Annual Report for Fiscal Year 2019, in compliance with W.Va. Code §60-2-11(9).

Sincerely,

A handwritten signature in blue ink that reads "FLW" followed by a stylized surname.

Fredric L. Wooton  
Commissioner

cc: Dave Hardy, Cabinet Secretary, Department of Revenue  
Karen Goff, Executive Secretary, Library Commission

FLW/lhp



## *Message from Fredric L. Wooton, Commissioner*

### ***A Message from Fredric L. Wooton, Commissioner...***

I have been with the WVABCA for 28 years from October 1991 to my appointment by Governor Jim Justice as Commissioner on February 18, 2017. In all my years with the WVABCA, the 2019 Fiscal Year has been the most transformative year yet. The 2019 West Virginia Legislative Session resulted in major changes to the spirits, wine and nonintoxicating beer industry. Comprehensive legislation had a major impact on Licensing, Spirits and Wine, Nonintoxicating Beer, Enforcement, Information Technology, Legal and Public Relations Divisions. Beyond adding many new types of licenses and changing existing laws, the changes also impacted every license category at the WVABCA. The significant changes became law during the height of the license renewal period. I am pleased to report the WVABCA rose to and met these challenges by implementing these changes with a minimal impact to the public.

Additionally, on October 26, 2018 the WVABCA initiated another major project with the Retail Liquor Licensing Board (RLLB) being reconvened by Governor Jim Justice to include the Secretary of Revenue, the WVABCA Commissioner and three members appointed by the Governor. The RLLB is charged with conducting the 2020 Retail Outlet Bid Process of the 10-year retail liquor outlet licenses throughout the State of West Virginia. The 2020 Retail Outlet Bid Process is expected to be a multi-million-dollar revenue generating project.

Beyond new legislation and the 2020 rebid, the WVABCA's interaction with the public continues to expand. Each year we are seeing an increase in special event type licenses. The tourism industry in West Virginia continues to grow, which is partly supported by the emergence of craft beer, farm wineries and mini distilleries. WVABCA's outreach with our educational programs such as the DUI Simulator and NO School Spirits PSA contest continues to reach more and more people.

This report will address and highlight all the activities at the WVABCA for Fiscal Year 2019. It is my pleasure to provide the West Virginia Alcohol Beverage Control Administration (WVABCA) *Fiscal Year 2019 Annual Report*.

### **2019 Highlights and Accomplishments**

- Contributed \$23,039,469.00 to the State General Revenue Fund.
- Increased bailment revenue by over \$4.3 million by maintaining a robust portfolio of liquor products with 2,619 active product codes and 1,381 special order codes as of December 2019 (see page 29).
- New \$100 million milestone in bailment revenue from spirits for calendar year 2018. WVABCA revenue was \$100,118,959.70, accounting for 712,448 cases sold to retail liquor outlet stores across the state. This was up significantly over calendar year 2017, which was \$94,923,509.51, accounting for 691,323 cases sold (see page 31).



- Sunday retail sales of spirits at retail liquor outlet stores started on March 3, 2019 as a result of the passage of HB 2481. Retail stores may now commence Sunday sales at 1:00 p.m. and end at midnight. The new law kept the Christmas Day restriction, but also added Easter as a restricted day (see page 62).
- Sunday sales for on-premises consumption at certain Class A licensed establishments was changed to begin at 10:00 a.m. and no longer 1:00 p.m. Commonly known as, “Brunch Bill” the passage of SB 561 allowed for the new hours to be statewide instead of the current patchwork of only 13 counties and 20 Home Rule Municipalities. This leveled the “Brunch” playing field and allowed for a provision for voters in each county to hold a referendum on the question of whether to repeal the 10:00 a.m. start time (see page 62).
- The passage of SB 561 also:
  - Addressed the ability to request law enforcement assistance during certain WVABCA enforcement activities.
  - Implemented a \$100.00 operational fee for new license applications and renewal license applications and established a special revenue account for the funds (one-time annual fee per licensed location).
  - Clarified the consumption of alcoholic liquors in public.
  - Addressed bottle sales at certain Class A on-premises locations and allowed for the WVABCA to establish a license and guidelines.
  - Addressed frozen drink machines.
  - Clarified that the operation of a BYOB is illegal.
  - Created a private fair and festival license to include liquor.
  - Created a nine-hole golf course license.
  - Permitted a private resort hotel to have inner connection with a resident brewer.
  - Created a re-activation fee of \$150.00 for a licensee that does not renew by the June 30 license expiration date each year.
  - Permitted a license privilege of certain Licensees to operate a connected but separately operated Class A on-premises license and a Class B off-premises license.
- The maximum alcohol content by volume for nonintoxicating be was increased from 12% ABV to 15% ABV with the passage of SB 529 (see page 62). The passage of the bill also included:
  - Created a one-day charitable beer license for certain nonprofits and tax-exempt entities.
  - Clarified one-day charitable wine license for certain nonprofits and tax-exempt entities and permitted wine auctions.
  - Created a temporary nonintoxicating beer floorplan extension license.
  - Addressed growler sales for sampling and off-premises sale size limitations.
  - Implemented a \$100.00 operational fee for new license applications and renewal license applications and established a special revenue account for the funds (one-time annual fee per licensed location).
  - Created a re-activation fee of \$150.00 for a Licensee that does not renew by the June 30 license expiration date each year.
  - Provided for a transportation permit for nonintoxicating beer.
  - Implemented an operational fee for licensed representatives.
- The passage of SB 511 dealt with the wine industry and:
  - Created alternating wine proprietorships for wineries and farm wineries.
  - Authorized certain grocery stores to sell wine through mobile apps or web based and allowed for at store pick-ups.

- Clarified tasting, sampling and sales procedures for wineries and farm wineries.
  - Allowed certain charitable events to auction wine bottles for off-premises consumption.
  - Permitted wineries and farm wineries to sample wine for on-premises consumption and sell wine for off-premises consumption at fairs and festivals.
  - Allowed certain charitable events to auction wine bottles for off-premises consumption.
  - Permitted sale of wine at Division II and Division III college stadiums.
  - Permitted the delivery of gift baskets containing wine for wine specialty shops.
  - Implemented a \$100.00 operational fee for new license applications and renewal license applications and established a special revenue account for the funds (one-time annual fee per licensed location).
  - Created a re-activation fee of \$150.00 for a Licensee that does not renew by the June 30 license expiration date each year.
- As of June 2019, the RLLB has held meetings; reviewed the W.Va. State Code and Legislative Rules and hired a consulting firm to assist with the rebid process. The RLLB along with the consultant, reviewed economic and demographic data with respect to moving, adding or removing licenses in any underserved or overserved market zones in the state, set minimum bid amounts for each license, and developed timelines to conduct the 2020 Retail Outlet Bid Process.
  - The 6<sup>th</sup> annual NO School Spirits PSA contest and program was held with a record 29 video entry submissions from both high school and middle school students, and more than 150 students from 20 schools participating. Grant funding from State Farm provided \$8,500.00 in prize money to three winning schools. A grant from NABCA for \$12,000.00 funded a media buy to air the winning PSA on television and radio stations across the state. This media buy yielded a return on investment of \$170,627.00 and resulted in 10,431 spots of earned media during the 2019 prom and graduation season (see pages 58, 59 and 61).
  - Unveiled the newly purchased DUI Simulator on June 10, 2019. The new Simulator has improved graphics, a larger trailer and an improved seat that moves in reaction to the course that is being navigated by the student driver. The replaced Simulator had been in use since November 2010. The original Simulator attended 604 events traveling over 200,000 miles across the state. Approximately 54,127 participants, mostly students, experienced this life saving program (see pages 54-57, and 64).

### **2020 and Beyond....**

- Complete the 2020-2030 license rebid process for 181 retail liquor outlets.
- Update Retail License categories and implement legislative changes to add license options.
- Continue to innovate to benefit the state and the public.





Fred Wooton has spent 28 years with the agency, first as an inspector and then in a variety of enforcement agent and supervisory positions under six previous WVABC commissioners.

Small State,

# BIG RESULTS

NEW LEADERSHIP AND POLICY  
CHANGES HELP WEST VIRGINIA EXCEL

by MELISSA SHERWIN





Control states often juggle many competing priorities. For the West Virginia Alcohol Beverage Control Administration (WV-ABCA), public safety is always at the top of the priority list. While continuing to advance and expand programs designed to protect people (especially youth) from the dangers posed by illegal alcohol use, West Virginia has also managed to increase its revenue exponentially.

### PROPELLING GROWTH UNDER NEW LEADERSHIP AND UPDATED LEGISLATION

As part of West Virginia's Department of Revenue, the Charleston-based WVABCA privatized all of its retail stores back in 1990 and currently acts as a licensor, wholesaler and enforcer. The agency's 79-person staff manages nearly 5,000 retail licenses and approximately 1,500 non-retail licenses. Although it's one of the smallest states in the nation, West Virginia has experienced consistent growth in the beverage alcohol industry for a number of years. During the 2018 fiscal year, the agency contributed \$23.6 million to the state's general fund and increased bailment revenue by more than \$4.3 million.

These agency enhancements have evolved under relatively new leadership. Commissioner Fredric L. (Fred) Wooton was appointed to his role by Governor Jim Justice in February 2017, shortly after Justice took office himself. No stranger to the WV-ABCA, Wooton has spent 28 years with the agency, first as an inspector and then in a variety of enforcement agent and supervisory positions under six previous WVABC commissioners. Prior to that, he spent a decade working in the food-and-beverage industry, where he gained hands-on experience working behind the bar counter.

Wooton stepped into the commissioner role during an important time of transition for the state. He credits Governor Justice with stabilizing West Virginia's economy and expanding revenue streams. A statewide focus on growing tourism has been a key part of West Virginia's recent economic turnaround, and it's had a positive impact on the beverage industry as well.

Legislative changes in 2017 modified the state's Class A private club licenses, allowing licensees operating larger tourist destinations and resort facilities to obtain one private license for alcohol sales and consumption within designated areas across the entire premises, rather than requiring a separate license for various parts of the property. The new private club license is more expensive than its predecessor, and licensees must have a minimum of 10 acres of land in order to qualify. Approximately 10 of these new licenses have been granted to date.

"This new license makes it much easier for our licensees, as these licenses can now cover up to 20 venues at a single resort," Wooton explains. "This is the first major change our state has seen in private club licensing in more than 50 years, and our licensees now have a lot more freedom and flexibility because of it. It's also better for





Front: General Counsel Anoop Bhasin, IT Director Randy Haynes, Commissioner Wooton and Beer Division Admin Cindy Clark. Middle: Spirits and Beer Division Admin Kim Hayes, Executive Secretary Lynn Patrick, Spokesman Gig Robinson, Deputy Commissioner Terry Greenlee and Comptroller Julia Jones. Back: Enforcement Division Director Tim Deems and Licensing & Education Administrator Shawn Smith.

tourists, who can now more easily travel through different areas of a resort while responsibly consuming alcohol.”

Another major legislative win for the WVABCA was the bill allowing the retail sale of liquor bottles on Sundays, which had previously been prohibited. The new law went into effect in March 2019, and the agency reports sales numbers have already increased dramatically due to the 51 additional selling dates permitted each year (bottled liquor sales are still prohibited on Easter Sunday and Christmas Day).

Additional recent legislative changes in West Virginia include the maximum allowed alcohol content by volume (ABV) for beer increasing from 12% to 15%, which came at the request of the growing number of craft breweries across the state. A new “brunch bill” allows on-premise license holders to begin alcohol sales at 10 a.m. on Sundays instead of at 1 p.m. New types of licenses were recently introduced, including private hotel licenses, private nine-hole golf club licenses, private fair and festival licenses, one-day charitable beer licenses, and private wine college stadium licenses.

In certain circumstances, some license holders are now per-

mitted to offer bottle service, complete floor plan extensions, incorporate curbside delivery, use frozen drink machines and offer growlers and samplings. Wine baskets may now be delivered across the state, and alcohol sales are now allowed at college athletic events for NCAA Division II and III teams (only Division I events were permitted previously).

Wooton says all these changes are largely due to Governor Justice’s strong leadership across the state. He also thinks the new legislation benefits the residents of West Virginia and beyond.

“We’re committed to working closely with our state’s tourism industry, with our licensees and our other partners to help advance alcohol laws to keep up with current tourism trends and the needs of the beverage alcohol industry,” he says.

All of these changes have helped contribute to increased sales. During the 2018 fiscal year, sales increased by 4.45% from the previous year, and case sales were up by 1.7%. Spirit sales in West Virginia exceeded \$100 million for the first time in history last year - a very large dollar amount for such a small state. The WVABCA also raised the mark-up on spirits from 28% to 32% in May 2017 - the first increase of its kind in 14 years.

**79-person staff manages nearly 5,000 retail licenses and approximately 1,500 non-retail licenses.**



Photos by Commercial Photography Services of West Virginia



Sales in West Virginia increased 4.45% during the 2018 fiscal year, with spirits topping \$100 million for the first time.

WVABCA staff are dedicated to working closely with alcohol vendors, state liquor representatives, licensed retail liquor outlets and wine retailers to provide the best possible service and selection to consumers across the state. The WVABCA's annual fall trade show is a key event that brings together retailers and suppliers to discuss industry trends and new products.

"This is a big event that's held over two days, and retailers can take advantage of exclusive discounts offered by manufacturers and distributors," Wootton says.

Trade show attendees also benefit from exchanging ideas and information, and the trade show generates approximately \$8 million in liquor sales each year.

**FOCUSING ON SAFETY AND EDUCATION**

Although the WVABCA is experiencing widespread growth across the industry, the agency hasn't lost sight of its core purposes, which are enforcement and education. Numerous programs have been developed to aid in these efforts, the majority of which focus on the prevention of underage drinking.

In June 2019, the agency held a ribbon-cutting ceremony to unveil its new DUI simulator, funded by grants provided by State Farm Insurance, the National Alcohol Beverage Con-

trol Association (NABCA) and the West Virginia Governor's Highway Safety Program. The simulator program has been operational since 2010, and gives young people an opportunity to experience the challenges drivers can encounter when operating a vehicle at various blood alcohol content levels.

The DUI simulator travels to many schools across the state and is used as part of a program that also contains a classroom education component and data collection to help inform future prevention programming. The new DUI simulator replaces the agency's older model and is both larger and more technologically advanced than its predecessor.

"Our staff describe it as basically going from an Atari to an Xbox," Wootton explains. "It really gives people

a physical experience that resonates with them well after the fact and stresses the dangers of driving under the influence."

Since the program's launch, the DUI simulator has reached more than 54,000 people (most of them students). The simulator is also used at various events throughout the state.

Another top outreach effort is the agency's NO School Spirits public service announcement (PSA) contest, which has been in place for the past six years. A program that focuses on stressing the dangers of underage drinking and driving, NO School Spirits encourages middle and high school students to create and submit

**"We're committed to working closely with our state's tourism industry, with our licensees and our other partners to help advance alcohol laws to keep up with current tourism trends and the needs of the beverage alcohol industry."**

— FRED WOOTTON, COMMISSIONER



videos that address issues related to drinking and driving.

This year, more than 150 students from 20 schools across the state competed for the top \$5,000 prize and a chance for their video to be turned into a televised PSA that ran during the spring months around prom and graduation season. Second and third-place prizes are also awarded, and all monetary awards are given to the school to be used primarily for programming related to underage drinking and prevention. The NO School Spirits program is funded by State Farm Insurance, NABCA and the West Virginia Governor's Highway Safety Program.

A brand new prevention program called the Myers Manual officially launched in July 2018. Named for Kurt Myers, a 15-year-old West Virginia resident who died from alcohol poisoning in 2012, the Myers Manual is a tool designed to empower youth by providing them with increased knowledge of the effects of alcohol, helping them learn how to identify the signs of acute alcohol poisoning. The free, downloadable resource was also shared with prevention officers across the state so they can incorporate the information into their individual school training programs.

Enforcement is a huge component of the agency's work. WVABCA staff across the state manage licenses, investigate complaints and perform routine compliance checks, along with offering educational opportunities for licensees.

One example is a series of online training videos geared towards educating on- and off-premise licensees about how to



Photo by Commercial Photography Services of West Virginia

accurately identify underage individuals with fake IDs and prevent overservice. In 2017, the agency piloted a new technology designed to detect fake IDs. The full program known as the Intellicheck Age ID app was rolled out across the state in 2018. It allows enforcement agents to easily scan IDs and identify falsified documents. In the past year, the app was used to scan more than 2,250 IDs. Nearly 350 IDs were identified as fake, altered or borrowed.

Additional partnerships with various law enforcement agencies, colleges and universities, and community groups across the state



Photo by Commercial Photography Services of West Virginia





Photos by Commercial Photography Services of West Virginia

allow the agency to cross-promote responsible serving and consumption messaging.

**LOOKING TO THE FUTURE**

A key undertaking for the upcoming fiscal year is overseeing the WVABCA liquor retail outlet store license rebid project. Every 10 years, the agency coordinates the rebid process in partnership with the state’s Retail Liquor Licensing Board (RLLB), and offers the renewal of licenses to the existing 181 retail liquor outlet store licensees prior to opening them up to the general public.

In early 2019, the RLLB convened to review the state market zone map, determine the number of licenses in each zone and work with an external accounting firm to establish minimum bid amounts for each license. The initial purchase option is scheduled to go out in July 2019, and the process of bidding out the other licenses will begin in December 2019. In July 2020, the new licenses will be issued, which is expected to generate \$40 - 45 million in revenue for the state.

Along with the rebid process, Wootton and his team will continue working to identify ways to improve agency processes that enhance safety and enforcement efforts and maximize revenue.

“I strongly encourage directors, department heads and other key staff to take advantage of the resources provided by NABCA,” he says. “Change is the one constant, and we must stay ahead of the curve. The alcohol beverage industry continues to evolve, consumer preferences are more dynamic and new technology and the changing political landscape all require us to leverage our assets. You can’t fear or be resistant to change. Acknowledge it and move forward, even if it is in small steps.” •

**MELISSA SHERWIN** is a freelance writer and marketing communications strategist from Chicago, IL. Her work has appeared in Chicago’s Daily Herald newspaper, Time Out Chicago, Suburban Life newspapers, and various magazines. She is also the author of several children’s books. Follow her @MelissaNSherwin.



STAFF & TABLE OF CONTENTS



**Fredric L. Wooton**

*Commissioner*

**Terry Greenlee**

*Deputy Commissioner*

**Lynn Patrick**

*Executive Assistant to the Commissioner*



Photo by Commercial Photography Services of West Virginia

## EXECUTIVE STAFF

### Accounting/Procurement

Julia Jones, Comptroller

### Distribution Center

Ed Hart, Manager

### Enforcement

Tim Deems, Director

### Information Services

Randy Haynes, Manager

### Legal

Anoop Bhasin, General Counsel

### Licensing

Ann Hull, Supervisor

### Licensing & Education

Shawn Smith, Manager

### Nonintoxicating Beer

Cindy Clark, Administrator

### Public Information/Media

Gary "Gig" Robinson, Specialist

### Spirits & Wine

Kim Hayes, Administrator



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**HISTORY & OPERATIONS**  


# History & Operations

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The West Virginia Legislature created the West Virginia Alcohol Beverage Control Commission ("**WVABCC**") in 1935 (See W.Va. Const. Art. IV §46 and W.Va. Code §60-1-1 et seq.) The WVABCC was organized to give effect to the mandate of the people expressed in the repeal of the state prohibition amendment, and to assure the greatest degree of personal freedom that is consistent with the health, safety, and good morals of the people of West Virginia. During the WVABCC's first 56 years of existence, the WVABCC functioned as the exclusive wholesaler and retailer of liquor in West Virginia; non-fortified wines were "privatized" in 1981.

With the repeal of Prohibition, the three-tier system of distribution was established in West Virginia. This distribution format is an effective way to regulate the three tiers: brewer, distributor and licensed retailer. Laws, rules and regulations provide protection for each tier. Fairness and equality are the overriding principles by eliminating connection between the tiers. In 1937, the term nonintoxicating beer was implemented which would allow for the product to be consumed in public. At conception, the authority to regulate beer was the responsibility of the State Tax Commissioner. In 1945, the West Virginia Nonintoxicating Beer Commission was established to regulate and enforce beer laws. The Nonintoxicating Beer Commission was a stand-alone independent agency until it merged with the West Virginia Alcohol Beverage Control Commission in 1990 to form a united West Virginia Alcohol Beverage Control Administration (WVABCA) with a single Commissioner over all aspects of the alcohol industry in West Virginia.

On February 27, 1990, SB 337 discontinued the retail sale of alcoholic liquor by the State. This legislation created the Retail Liquor Licensing Board ("**RLLB**" or "**Board**") to establish market zones and bid retail liquor outlets throughout West Virginia. Currently, the RLLB is comprised of the Chairman of the Board who is the Secretary of Revenue, the Secretary of the Board who is the WVABCA Commissioner and three gubernatorial board appointees. No member of the board may hold a retail license or have any financial interest, directly or indirectly, in any retail licensee. During Fiscal Year 1991, public bids were held in August 1990, January 1991, and May 1991. This resulted in the sale of retail liquor outlet licenses in all 98 market zones offered and the possibility of 214 privately owned liquor stores being opened in West Virginia.

In 2000, the RLLB's license bid process utilized minimum bids which were calculated based on demographics, population and other factors. The bidding generated revenue from all issued licenses which was deposited into the State's General Revenue Fund based on the minimum bids and the Governor's official revenue estimate. The licenses were issued for a ten-year (10) period and expired June 30, 2010.

During the 2000 bid process, a few licenses were never issued, and some licenses were abandoned. In 2006, the RLLB approved an Interim Bid and the splitting of certain licenses. The licenses were rebid on a pro-rated minimum bid basis and two licenses were awarded in 2007 for the remainder of the ten-year period ending June 30, 2010.

In 2009, HB 2719 increased the alcohol by volume (ABV) for nonintoxicating beer from 6% to 12% and created a new beer category of nonintoxicating craft beer.

In 2009, HB 105 passed and created fundamental changes to the Retail Liquor License Bid process by creating Class A freestanding liquor retail outlets and Class B mixed retail liquor outlets (See W.Va. Code of State Rules at 175 CSR 1 and 175 CSR 5). The RLLB and WVABCA were authorized to initiate Purchase Option and License Bid Process (See West Virginia §60-3A-1, et seq., as amended). In addition, HB 105 changed the closing hours for the 2010 retail liquor outlets Monday through Saturday and were extended from 10:00 p.m. until midnight (12:00 a.m.). No sales continued for Sundays, Christmas and on a statewide Election Day (see Election Day change in 2011).

Class A Retail Licenses are required to be a freestanding liquor retail outlet and sell only liquor, wine, beer, tobacco-related products, and alcohol-related products. Class B Retail Licenses may sell non-alcohol related products, along with liquor,

# History & Operations - *continued*

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Results from the various License Rebids:

**1990** - Bid Revenue - Total - **\$15,300,000**

**2000** - Bid Revenue - Total - **\$22,395,695** \*includes subsequent rounds of bidding and later bidding of retail outlets

Total # of Retail Outlets – 168

**2010** - Bid Revenue - Total - **\$38,031,478** \*includes financed amounts, interest and license fee revenue

Total # of Retail Outlets – 178

#### Phase I - Purchase Option Process

46 Retail Outlets chose the Purchase Option and

20 of those chose the Deferred Payment Financing Option

Revenue - \$9,437,977

\* includes financed amounts  
and \$126,240 interest

#### Phase II – License Bidding Process

119 Retail Outlets were awarded in a robust competitive bidding

Revenue - \$26,491,060

#### Phase III – Subsequent License Bidding Process

10 Retail Outlets were awarded

Revenue - \$1,731,480

#### Extended Phase III

1 Retail Outlet was awarded

Revenue - \$119,121

#### Continuation of Extended Phase III

2 Retail Outlets were awarded

Revenue - \$125,600

**2020** - Projected Bid Revenue - Total - **\$40,000,000 \*\***

\*\* Based on current W.Va. Code of State Rules 175 CSR 5 §5 and the formula set in the W.Va. Code. The WVABCA estimates the 2020 rebid could generate up to or exceeding the aforementioned revenue.

# History & Operations - *continued*

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In 2011, HB 3100 was passed and made effective on June 10, 2011 which permitted Election Day sales of liquor at retail liquor outlets (off-premises).

In 2012, HB 3174 was passed and permitted Class A liquor retail outlets to conduct responsible nonintoxicating beer and liquor sampling events with certain requirements on any day but Sunday. The bill requires that the events be pre-approved by the WVABCA Commissioner, with certain guidelines.

In 2012, HB 4376 was passed and allows licensed wine sales at certain professional baseball stadiums. The Appalachian Power Park located in Charleston, West Virginia took advantage of this special license and received the wine license in early 2012. In 2015, the Monongalia County Ball Park also took advantage of this wine license for the West Virginia Black Bears baseball team and the West Virginia Mountaineer baseball team.

In 2013, HB 2956 was passed and amended the sections of the Code relating to resident brewers and brewpubs.

In 2014, HB 3145 was passed and removed the limit of nonintoxicating beer that may be sold to an individual for off-premises consumption by a Class B nonintoxicating beer retailer.

In 2014, SB 172 was passed and allows trusts and limited liability companies to be listed as the owner of a beer distributor.

In 2014, SB 470 was passed and permits only licensed farm wineries and wineries to sell wine and wine samples during fairs or festivals and on Sunday mornings for those events. The samples cannot exceed three ounces. Consumption would be allowed on the premises of these fairs and festivals except from 2 a.m. to 10 a.m. on Sundays.

In 2014, SB 450 was passed and allows for the restricted sale of alcoholic liquors in specific outdoor dining areas. It allows outside areas that are adjoining an establishment with a liquor license to allow consumption outside. This bill also allows the WVABCA Commissioner to issue a special license to allow the sale of wine at NCAA Division I college and university sports stadiums at a cost of \$250 per license. West Virginia University has made extensive use of these licenses.

In 2015, SB 273 was passed and permits licensed brewers and resident brewers to conduct nonintoxicating beer sampling on their brewery premises within the state. It allows resident brewers to sell growlers for off-premises consumption from their brewery premises. The bill also removed the bond requirement for a brewpub license.

In 2015, SB 574 was passed to promote the distilling industry in West Virginia. The bill reduced service charges imposed on mini-distillers from 28% to 5% and eliminated the transportation fee of \$2.30 per case, since no service is provided. Mini-distillers may not sell product below the state minimum price, so retail liquor stores are protected from such distillers underpricing. The Market Zone Fee paid to retailers was also reduced from 10% of gross sales at distillery to 2% of gross sales and capped at a total of \$15,000. Mini- distilleries were allowed to produce 50k gallons per year.



# History & Operations - *continued*

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In 2016, SB 298 was passed to allow county commissions to conduct a county option election on the question of whether to allow restaurants, private clubs, Class A retailers, wineries and wine serving entities to sell alcoholic liquors, wine and nonintoxicating beer as their licenses permit on Sundays, and distilleries and mini-distilleries to offer alcohol beginning at 10:00 am on Sundays for on-premises consumption only. After the November 8, 2016 statewide election, the following counties have approved on-premises 10:00 am Sunday alcohol sales: Berkeley, Cabell, Greenbrier, Harrison, Jefferson, Marion, Marshall, Monongalia, Morgan, Ohio, Pocahontas, Putnam and Tucker. The following home rule cities have also approved on-premises 10:00 am Sunday alcohol sales: Beckley, Bluefield, Bridgeport, Buckhannon, Charleston, Charles Town, Clarksburg, Elkins, Lewisburg, Martinsburg, Morgantown, Nitro, Oak Hill, Parkersburg, Ranson, Shepherdstown, South Charleston, and Wheeling.

Effective May 1, 2017 the WVABCA Commissioner revised the mark-up for spirits from 28% to 32%. The mark-up had not changed in 14 years. In 1990, at the beginning of bailment, the markup was 25% and remained at that level until 2003 (13 years later) when it changed to 28%. The WVABCA receives no excise tax on the production of spirits. The beer barrel tax and the wine liter tax go directly to the State Tax Commissioner.

In 2017, SB 637 was passed to modify Class A private club licenses which was the first major change to the Private Club Act in almost 50 years. The new license categories were aimed to Licensees operating tourist destinations and resort facilities by permitting the Licensee to obtain one private resort hotel license for the lawful sale and consumption of alcoholic liquors and nonintoxicating beer in designated and approved areas throughout the licensed premises but within the confines of the property. The bill also permitted certain private club Licensees that operate golf or country clubs to obtain a private golf club license for the lawful sale and consumption of alcoholic liquors and nonintoxicating beer on the premises of the facility. Both the “private resort license” and the “private golf club license” established licensing requirements and permits certain other exceptions.



FINANCIAL INFORMATION

# Financial Information

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
MANAGEMENT COMPARISON TO PREVIOUS YEAR ANALYSIS  
June 30, 2019 and 2018

## STATEMENTS OF NET POSITION

	<u>2019</u>	<u>2018</u>
Current assets	\$ 17,281,174	\$ 15,333,749
Capital assets, net	1,675,302	1,708,722
Other noncurrent assets	-	-
Total assets	<u>18,956,476</u>	<u>17,042,471</u>
Deferred outflows of resources	<u>473,363</u>	<u>558,017</u>
Current liabilities	\$ 3,836,082	\$ 3,371,432
Noncurrent Liabilities	\$ 2,473,674	\$ 3,076,160
Total liabilities	<u>6,309,756</u>	<u>6,447,592</u>
Deferred inflows of resources	<u>794,504</u>	<u>620,955</u>
Net position, net investment in capital assets	1,675,302	1,708,722
Net position, restricted by enabling legislation	-	-
Net position, unrestricted net position	<u>10,650,277</u>	<u>8,823,219</u>
Total net position	<u>12,325,579</u>	<u>10,531,941</u>

# Financial Information

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
MANAGEMENT COMPARISON TO PREVIOUS YEAR ANALYSIS  
Years Ended June 30, 2019 and 2018

## STATEMENTS OF REVENUES, EXPENSES AND CHANGES IN NET POSITION

	<u>2019</u>	<u>2018</u>
Sales	\$ 103,465,864	\$ 97,398,692
Licenses, permits and fees	4,364,849	3,980,572
Administrative hearing fines	<u>98,296</u>	<u>46,650</u>
Total operating revenues	<u>107,929,009</u>	<u>101,425,914</u>
Cost of sales	78,191,668	73,689,545
General and administrative	4,981,334	4,955,726
Depreciation	<u>168,964</u>	<u>142,696</u>
Total operating expenses	<u>83,341,966</u>	<u>78,787,967</u>
Operating income	24,587,043	22,637,947
Nonoperating revenues (expenses):		
Retail liquor license renewal	-	-
Interest income	-	-
Grants	135,455	195,908
Other	110,609	127,577
Loss of disposal of assets	-	-
Receipts (Transfers in) from primary government	-	-
Statutory distributions	<u>(23,039,469)</u>	<u>(21,119,925)</u>
	<u>(22,793,405)</u>	<u>(20,796,440)</u>
Change in net position	<u>\$ 1,793,638</u>	<u>\$ 1,841,507</u>

# Financial Information - *continued*

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
STATEMENT OF CASH FLOW  
Year Ended June 30, 2019

Cash flows from operating activities:	
Cash received from customers and users	\$ 107,789,554
Cash paid to employees	(4,003,654)
Cash paid to suppliers	<u>(78,922,401)</u>
Net cash provided by operating activities	<u>24,863,499</u>
Cash flows from noncapital financing activities	
Receipts on nonoperating grants	135,455
Payments to primary government	<u>(23,039,469)</u>
Net cash used by noncapital financial activities	<u>(22,904,014)</u>
Cash flows from capital and related financing activities:	
Purchases of capital assets	<u>(135,544)</u>
Increase (decrease) in cash and cash equivalents	1,823,941
Cash and cash equivalents, beginning of year	<u>14,823,525</u>
Cash and cash equivalents, end of year	<u>\$ 16,647,466</u>
Supplemental Disclosure of Cash Flow Information	
Non-cash special funding contribution related to OPEB	<u>\$ 110,609</u>
Reconciliation of operating income to net cash provided by operating activities:	
Operating income	\$ 24,587,043
Adjustments to reconcile operating income to net cash provided by operating activities:	
Depreciation	168,964
Pension Expense	32,055
OPEB Expense	136,504
Change in assets and liabilities:	
Increase in accounts receivable	(139,455)
Decrease in inventory	15,971
Increase (decrease) in accounts payable and accrued expense	464,650
Decrease in deferred outflows of resources	(426,936)
Increase in accrued annual leave	<u>24,703</u>
Net cash provided by operating activities	<u>\$ 24,863,499</u>



# Financial Information - *continued*

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
STATEMENT OF REVENUE, EXPENSES, AND CHANGES IN FUND NET POSITION  
Year Ended June 30, 2019

Operating revenues:

Sales	\$ 103,465,864
Licenses, permits and fees	4,364,849
Administrative hearing fines	<u>98,296</u>
	<u>107,929,009</u>

Operating expenses:

Cost of sales	78,191,668
General and administrative	4,981,334
Depreciation	<u>168,964</u>
	<u>83,341,966</u>

Operating income 24,587,043

Nonoperating revenues (expenses):

Retail liquor license renewal - financing option	-
Retail liquor license renewal	-
Interest income	-
Grants	135,455
Loss of disposal of assets	-
Other (Special funding contributions related to OPEB)	110,609
Statutory distributions	<u>(23,039,469)</u>
	<u>(22,793,405)</u>

Change in net position 1,793,638

Net position, beginning of year 10,531,941

Net position, end of year \$ 12,325,579

Net position, end of year \$ 12,325,579

# Financial Information - *continued*

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
COMBINING STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN FUND NET POSITION  
Year Ended June 30, 2019

	<u>Administrative / Liquor</u> <u>Fund</u> <u>#7352</u>	<u>Enforcement</u> <u>Fund</u> <u>#7356</u>
Operating revenues:		
Sales	\$ 103,465,864	\$ -
Licenses, permits and fees	3,478,174	-
Administrative hearing fines	-	98,296
Total revenues	106,944,038	98,296
Operating expenses:		
Cost of sales	78,191,668	-
General and administrative	4,725,234	46,513
Depreciation	84,417	850
	83,001,319	47,363
Operating income	23,942,719	50,933
Nonoperating revenues (expenses):		
Grants	90,455	-
Loss of disposal of assets	-	-
Other	107,556	-
Statutory distributions	(23,035,374)	(4,095)
	(22,837,363)	(4,095)
Change in net position	1,105,356	46,838
Net position, beginning of year	7,163,024	25,099
Net position, end of year	\$ 8,268,380	\$ 71,937

# Financial Information - *continued*

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
 COMBINING STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN FUND NET POSITION (continued)  
 Year Ended June 30, 2019

<u>Wine Fund #7351</u>	<u>Grants / Gift #7357</u>	<u>Beer Operations Fund #7358</u>	<u>Wine &amp; Liquor Operations Fund #7359</u>	<u>Total</u>
\$ -	\$ -	\$ -	\$ -	\$ 103,465,864
454,025	-	258,650	174,000	4,364,849
-	-	-	-	<u>98,296</u>
<u>454,025</u>	<u>-</u>	<u>258,650</u>	<u>174,000</u>	<u>107,929,009</u>
-	-	-	-	78,191,668
172,191	37,396	-	-	4,981,334
<u>66,239</u>	<u>17,458</u>	<u>-</u>	<u>-</u>	<u>168,964</u>
<u>238,430</u>	<u>54,854</u>	<u>-</u>	<u>-</u>	<u>83,341,966</u>
215,595	(54,854)	258,650	174,000	24,587,043
-	45,000	-	-	135,455
-	-	-	-	-
3,053	-	-	-	110,609
<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>(23,039,469)</u>
<u>3,053</u>	<u>45,000</u>	<u>-</u>	<u>-</u>	<u>(22,793,405)</u>
218,648	(9,854)	258,650	174,000	1,793,638
<u>3,137,029</u>	<u>206,789</u>	<u>-</u>	<u>-</u>	<u>10,531,941</u>
<u>\$ 3,355,677</u>	<u>\$ 196,935</u>	<u>\$ 258,650</u>	<u>\$ 174,000</u>	<u>\$ 12,325,579</u>

# Financial Information - *continued*

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
COMBINING STATEMENT OF NET POSITION  
June 30, 2019

	<u>Administrative / Liquor</u> <u>Fund</u> <u>#7352</u>	<u>Enforcement</u> <u>Fund</u> <u>#7356</u>
<b><u>ASSETS</u></b>		
Current assets:		
Cash and cash equivalents	\$ 13,053,340	\$ 71,782
Inventory	23,893	-
Accounts Receivable	609,815	-
Other	<u>-</u>	<u>-</u>
Total current assets	<u>13,687,048</u>	<u>71,782</u>
Noncurrent assets:		
Notes receivable	0	-
Accrued interest	0	-
Capital assets, net	<u>1,127,202</u>	<u>495</u>
Total noncurrent assets	<u>1,127,202</u>	<u>495</u>
Total assets	<u>\$ 14,814,250</u>	<u>\$ 72,277</u>
 <b><u>DEFERRED OUTFLOWS OF RESOURCES</u></b>		
Deferred outflows from OPEB and pension amounts	<u>\$ 461,174</u>	<u>\$ -</u>
 <b><u>LIABILITIES</u></b>		
Current liabilities:		
Accrued expenses	246,245	-
Accounts payable	<u>\$ 3,580,851</u>	<u>\$ 340</u>
Total current liabilities	<u>\$ 3,827,096</u>	<u>\$ 340</u>
Noncurrent liabilities:		
Net OPEB Liability	1,702,570	-
Accrued annual leave	269,007	-
Net pension liability	<u>437,754</u>	<u>-</u>
Total noncurrent liabilities	<u>2,409,331</u>	<u>-</u>
Total liabilities	<u>6,236,427</u>	<u>340</u>
 <b><u>DEFERRED INFLOWS OF RESOURCES</u></b>		
Deferred inflows from OPEB and pension amounts	<u>770,617</u>	<u>-</u>
Net position:		
Invested in capital assets	1,127,202	495
Unrestricted	<u>7,141,178</u>	<u>71,442</u>
Total net position	<u>8,268,380</u>	<u>71,937</u>

# Financial Information - *continued*

WEST VIRGINIA ALCOHOL BEVERAGE CONTROL ADMINISTRATION  
COMBINING STATEMENT OF NET POSITION (continued)  
June 30, 2019

<u>Wine Fund #7351</u>	<u>Grants / Gift #7357</u>	<u>Beer Operations Fund #7358</u>	<u>Wine &amp; Liquor Operations Fund #7359</u>	<u>Total</u>
\$ 3,056,413	\$ 33,281	\$ 258,650	\$ 174,000	\$ 16,647,466
-	-	-	-	\$ 23,893
-	-	-	-	\$ 609,815
-	-	-	-	\$ -
<u>3,056,413</u>	<u>33,281</u>	<u>258,650</u>	<u>174,000</u>	<u>17,281,174</u>
-	-	-	-	-
-	-	-	-	-
<u>383,951</u>	<u>163,654</u>	<u>-</u>	<u>-</u>	<u>1,675,302</u>
<u>383,951</u>	<u>163,654</u>	<u>-</u>	<u>-</u>	<u>1,675,302</u>
<u>\$ 3,440,364</u>	<u>\$ 196,935</u>	<u>\$ 258,650</u>	<u>\$ 174,000</u>	<u>\$ 18,956,476</u>
<u>\$ 12,189</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 473,363</u>
8,646	-	-	-	\$ 254,891
<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 3,581,191</u>
<u>\$ 8,646</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ 3,836,082</u>
48,325	-	-	-	1,750,895
-	-	-	-	269,007
<u>16,018</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>453,772</u>
<u>64,343</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>2,473,674</u>
<u>72,989</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>6,309,756</u>
<u>23,887</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>794,504</u>
383,951	163,654	-	-	1,675,302
<u>2,971,726</u>	<u>33,281</u>	<u>258,650</u>	<u>174,000</u>	<u>10,650,277</u>
<u>3,355,677</u>	<u>196,935</u>	<u>258,650</u>	<u>174,000</u>	<u>12,325,579</u>



  
**SPIRITS & WINE**  




# Spirits & Wine Division

The WVABCA Spirits & Wine Division works daily with alcohol vendors, state liquor representatives, licensed retail liquor outlets, and wine retailers to meet the demands of each request and provide safe and reliable products.

Main functions of the division include, but are not limited to, new vendor/company setups, product listings, product integrity, pricing, label registration, 190 form collection and data entry (from private club liquor orders), warehouse inventory audits, various warehouse and inventory fee assessments, special pricing allowances, shipment approvals, and scheduling of liquor deliveries. These functions help maintain the WVABCA's Portal website, as well as, keep liquor and wine brands in the state current and up-to-date.



**1,381 Active Special  
Order Products daily**

**2,619 Active Bailment  
Products daily**

## The Portal

All licensed retail liquor outlet owners and employees, and liquor and vendor representatives have secure online access to the agency's own website, The Portal. This system is a database providing product information, bailment reports, sales data, and more, all in real-time. It allows licensed retail liquor outlet owners and employees to conveniently create their weekly scheduled orders, and liquor and vendor representatives to adjust special prices on their own products.



## Distribution Center

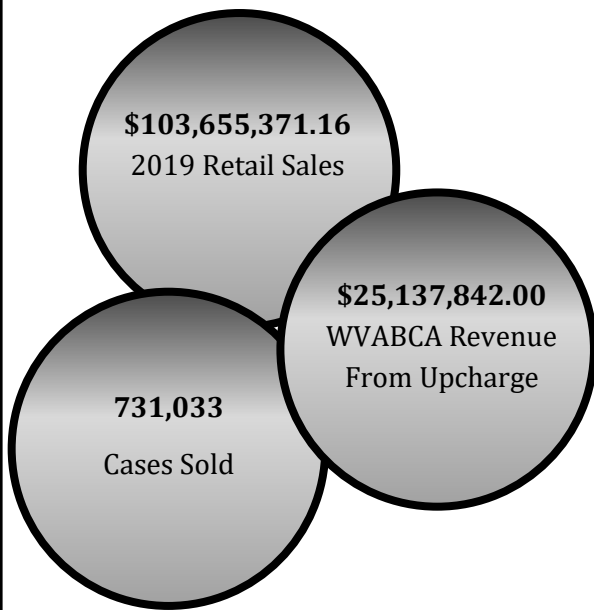
The WVABCA Distribution Center is a 153,000-square foot warehouse. The Distribution Center is responsible for assembling retail orders for delivery to retail liquor outlets. Fiscal Year 2019 Distribution Center employees were responsible for picking 731,033 cases of liquor for West Virginia retail liquor outlets.



## Fiscal Year 2019 Sales

This fiscal year has once again seen growth.

Sales have increased by 6.2% and case sales have increased by 4.07%.



## Top Brands by Revenue

The top five brands retail sales total over \$4,427,894.17 in revenue. These brands are ranked in descending order:

- Crown Royal* - \$1,253,334.06
- Jack Daniels Black* - \$963,686.70
- Tito's Handmade Vodka* - \$903,276.71
- Crown Royal Apple* - \$727,367.12
- Fireball Cinnamon Whisky* - \$580,229.58

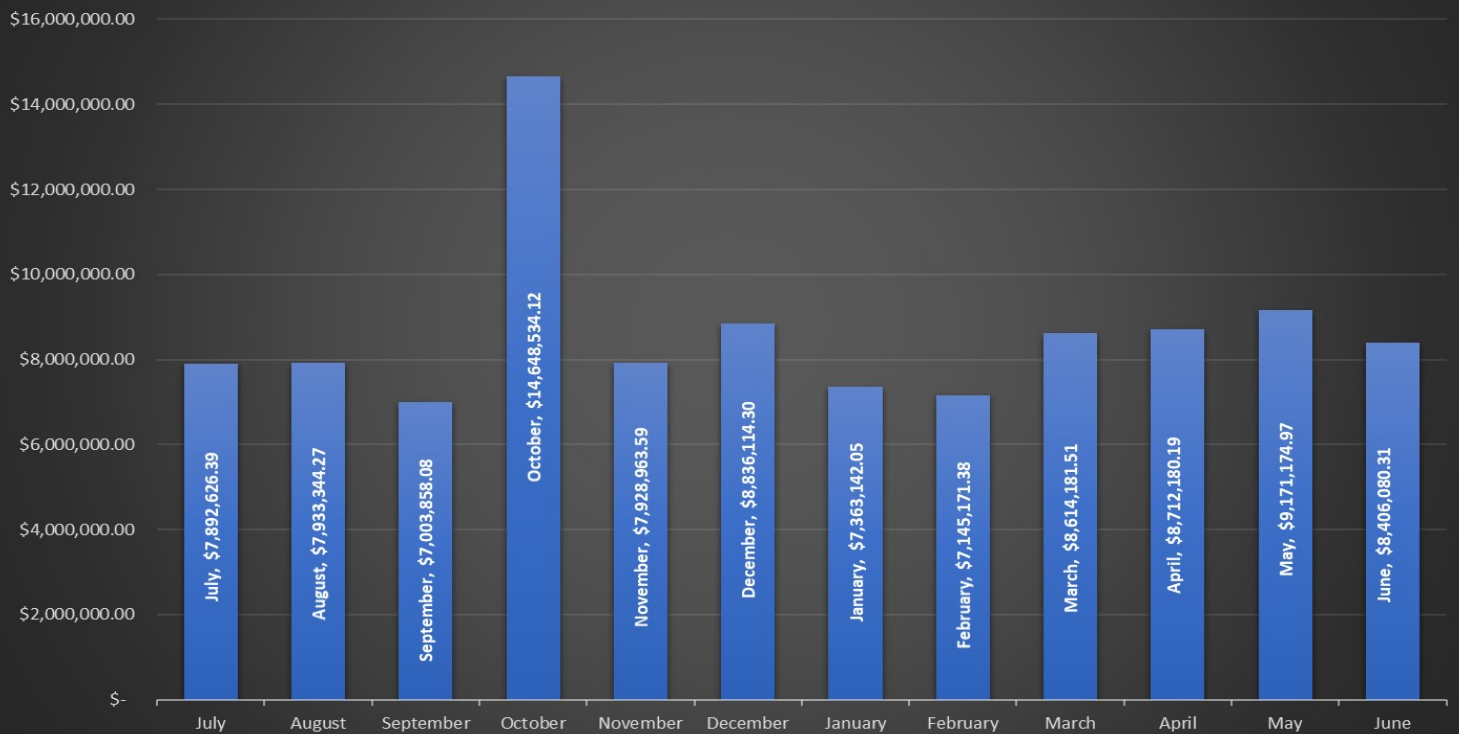
## Top Brands by Case Sales

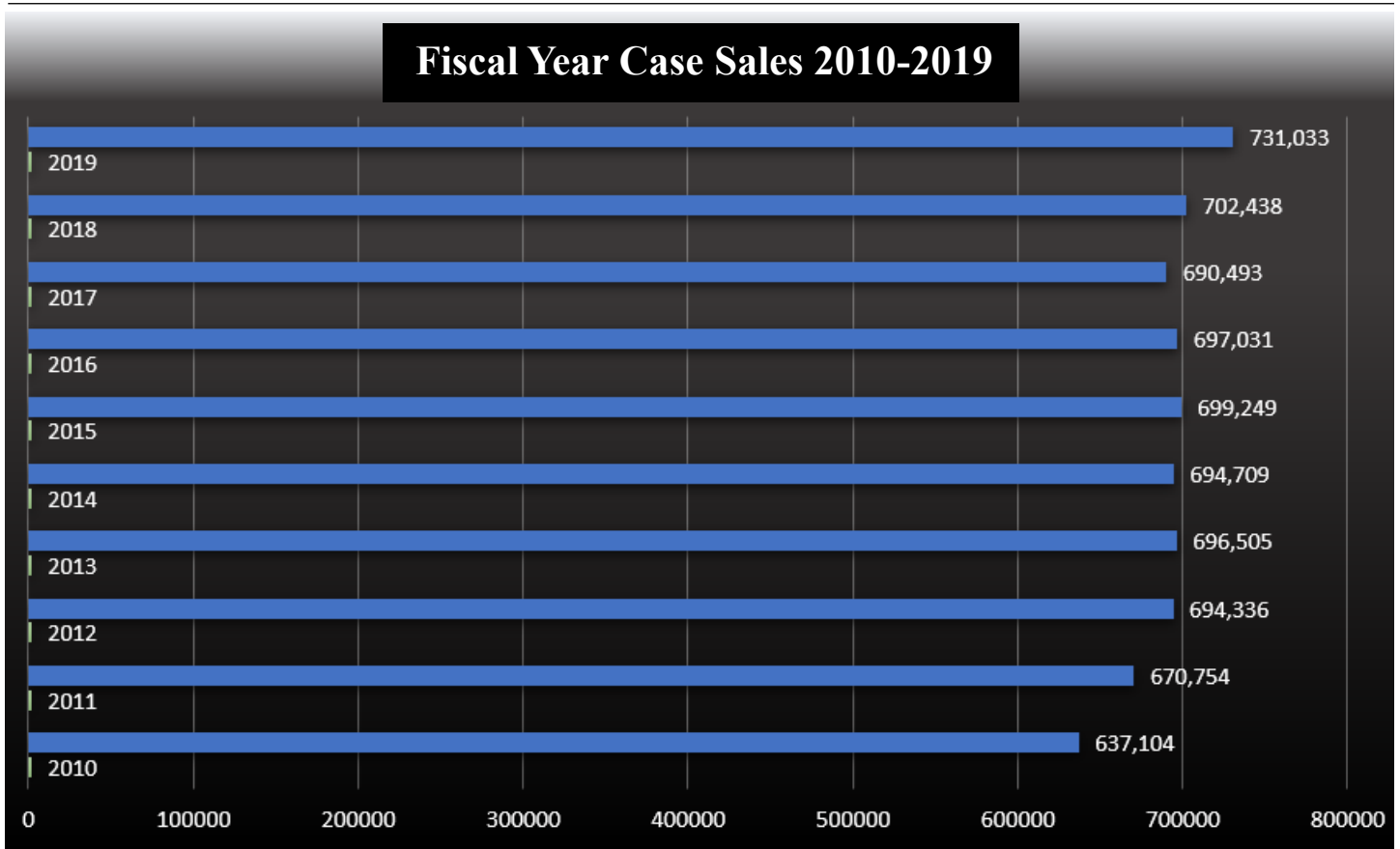
The top five brands in descending case sales order:

- Vladimir Vodka Pet*—22,605
- Crown Royal*—18,315
- Tito's Vodka*—17,253
- Fireball Cinnamon Whisky*—16,794
- Barton*—16,655

As a result of the WVABCA Trade Show being held in September 2018, bailment sales increased in October (see chart below). This annual event allows retail liquor outlet stores to stock up inventory for the upcoming holidays by ordering new and discounted products, along with Value Added Packet (VAP).

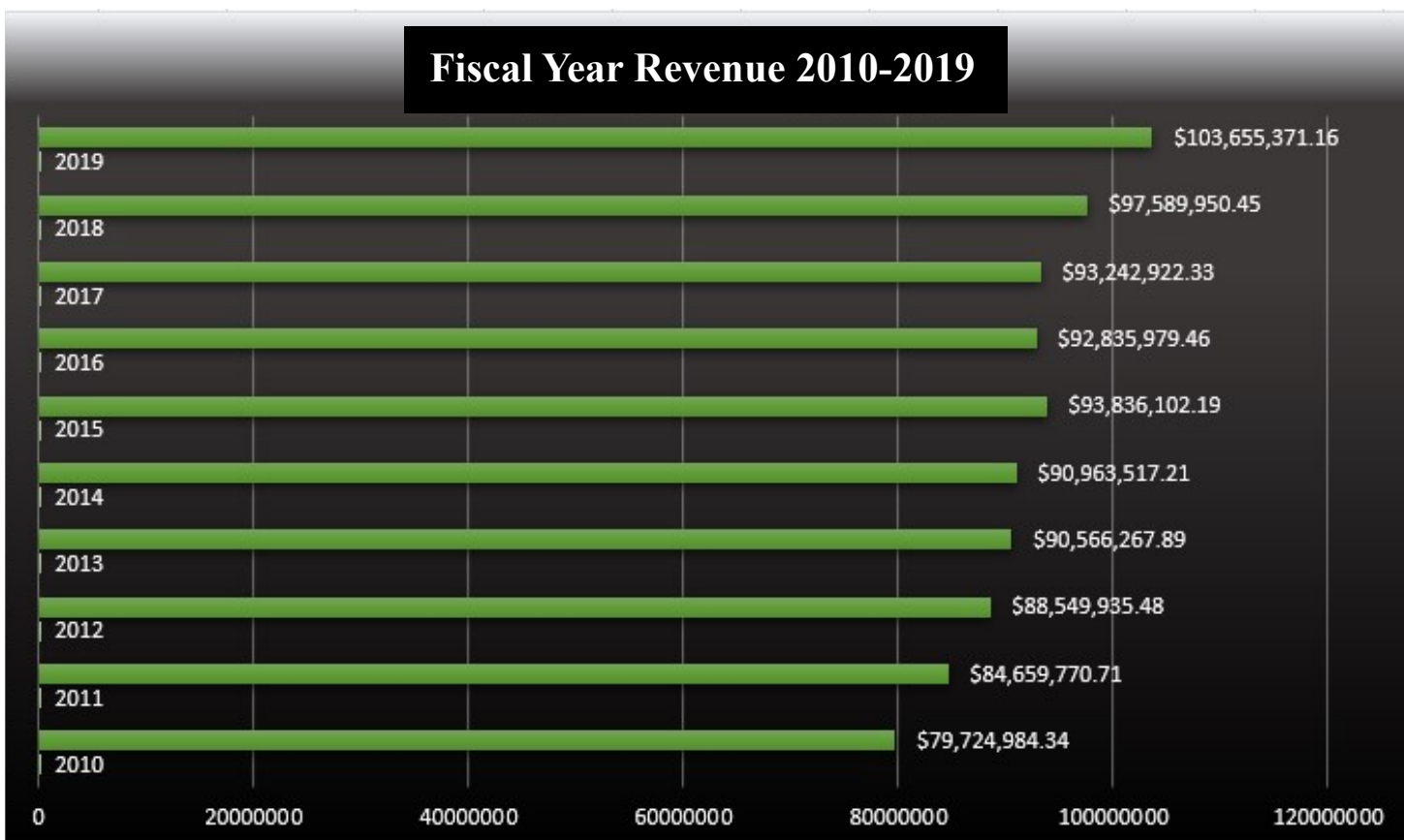
**FY 19 Revenue by Month**  
**\$103,655,371.16**



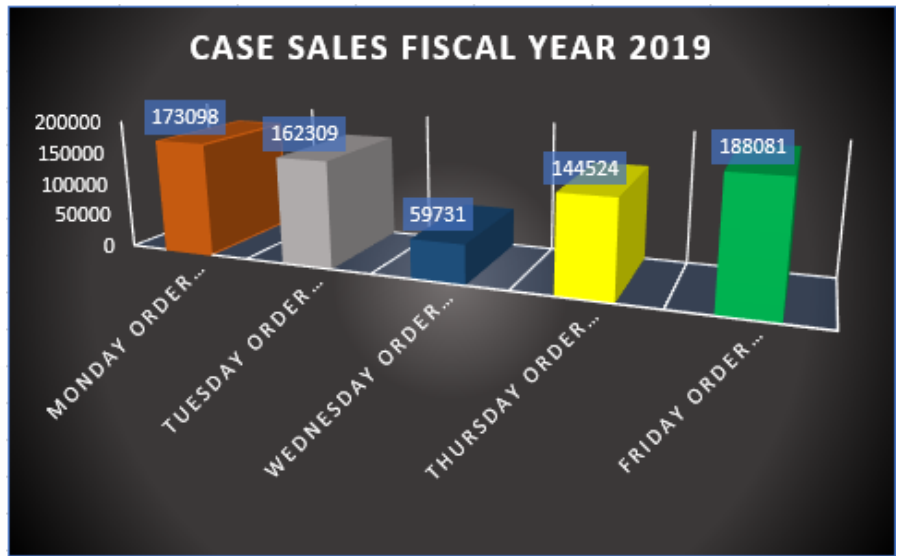
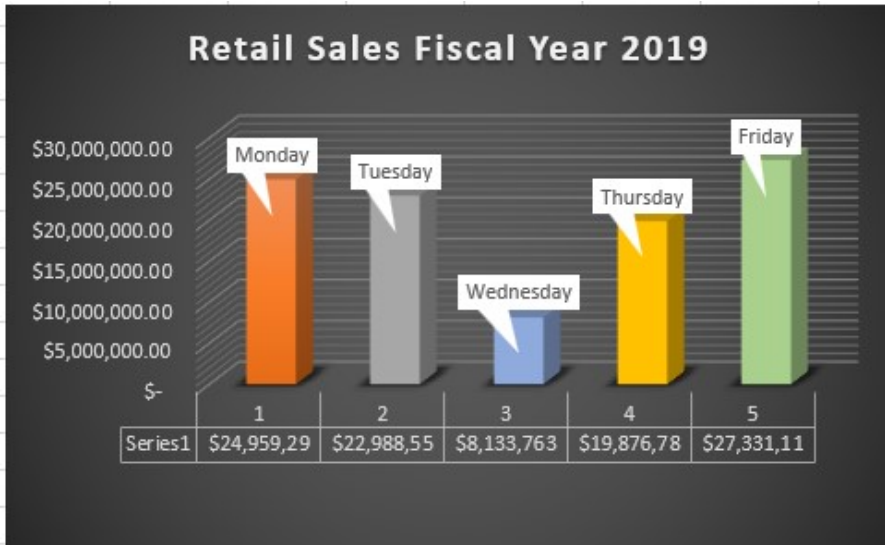


These two graphs display the timeline of fiscal year sales from 2010-2019.

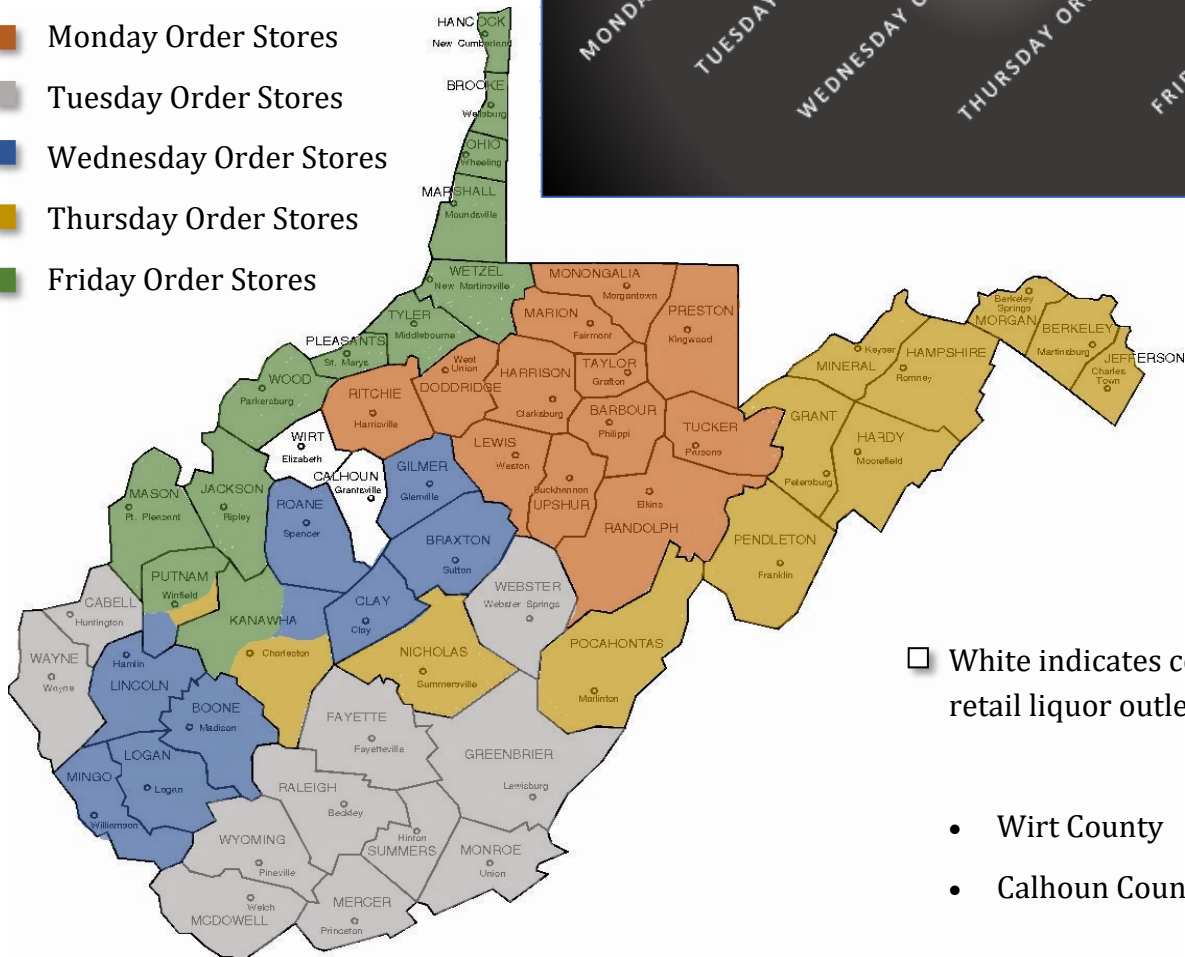
The top graph represents fiscal year case sales and the bottom graph represents fiscal year revenue



# Spirits & Wine Division- *continued*



- Monday Order Stores
- Tuesday Order Stores
- Wednesday Order Stores
- Thursday Order Stores
- Friday Order Stores





# Spirits & Wine Division- *continued*

The WVABCA is proud to support West Virginia produced products from across the state. There are a combined total of 46 distilleries and wineries in West Virginia.

## West Virginia Distilleries

There are 8 distilleries and 7 mini-distilleries in the state. Their products generated \$546,826.11 in sales and 4,645 cases for Fiscal Year 2019

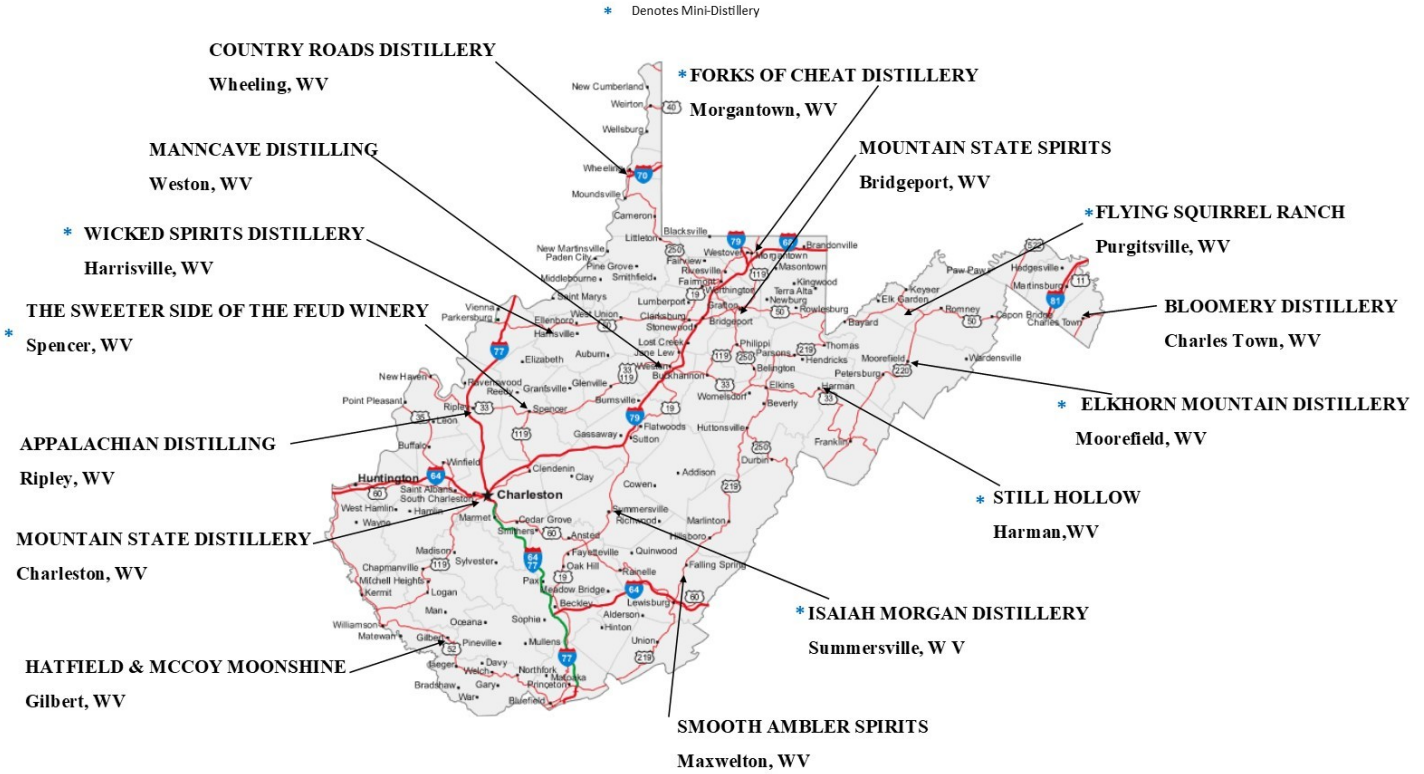


## West Virginia Wineries

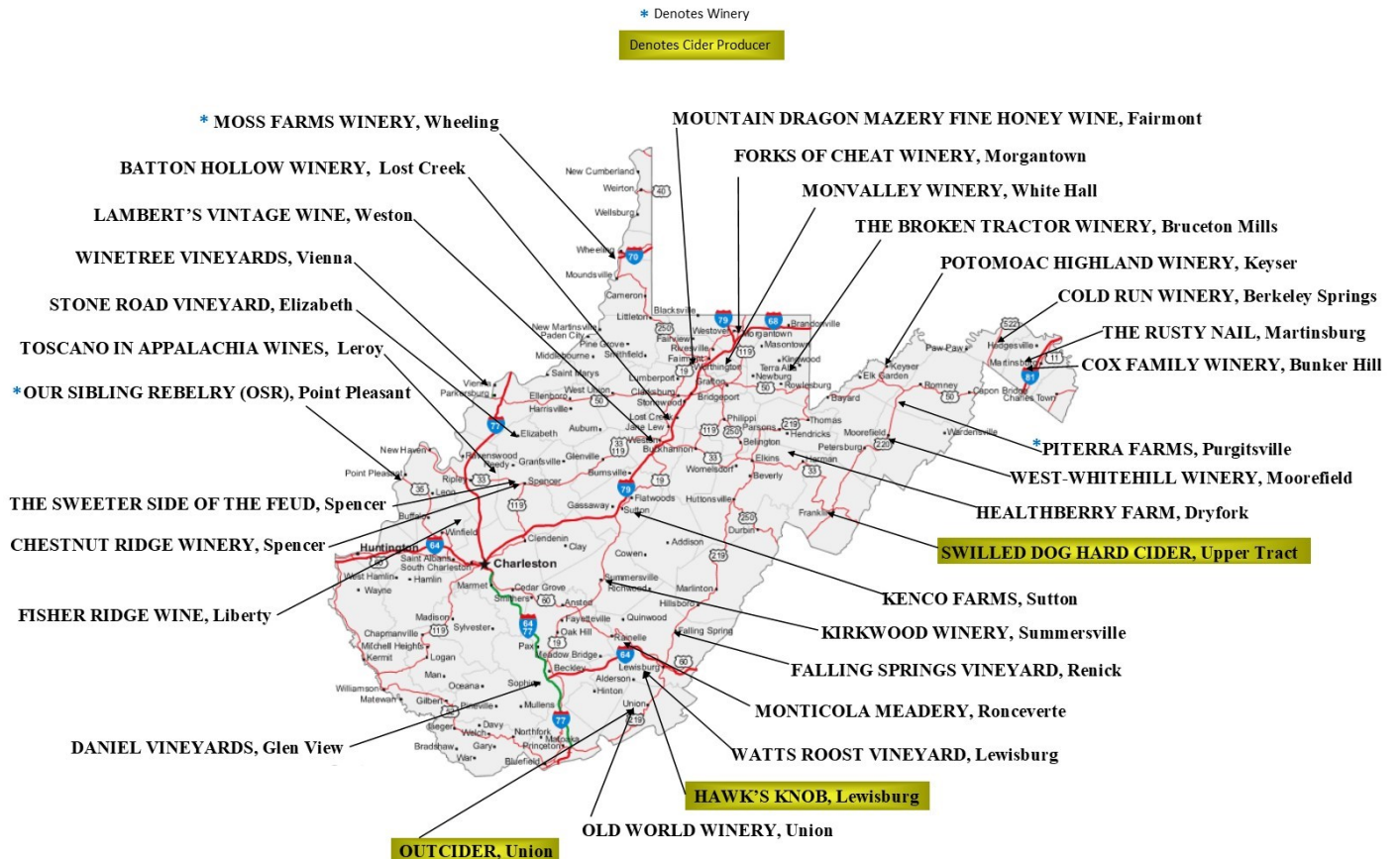


There are 3 wineries and 28 farm wineries in the state. During FY 2019, there were 4,618 approved brand registrations through 342 direct wine shippers, 34 wine distributors, and 161 wine suppliers.

## WEST VIRGINIA DISTILLERIES & MINI-DISTILLERIES

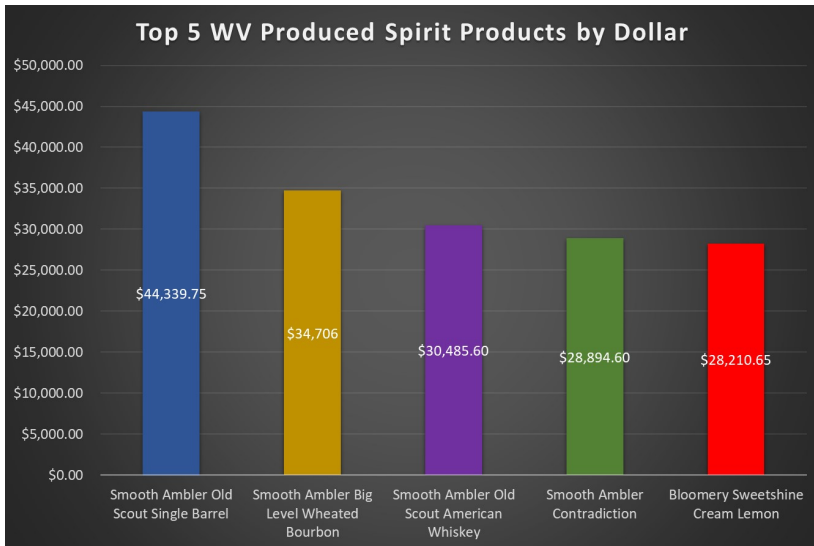


## WEST VIRGINIA WINERIES & WEST VIRGINIA FARM WINERIES



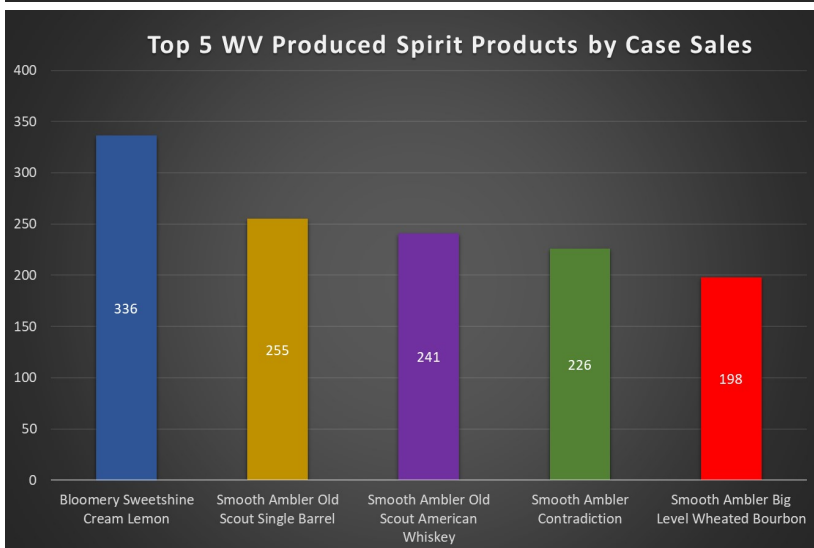


# Spirits & Wine Division- *continued*



These two graphs display the sales of West Virginia produced products during Fiscal Year 2019.

The top graph represents sales by dollar amount and the bottom graph represents sales by case amount.

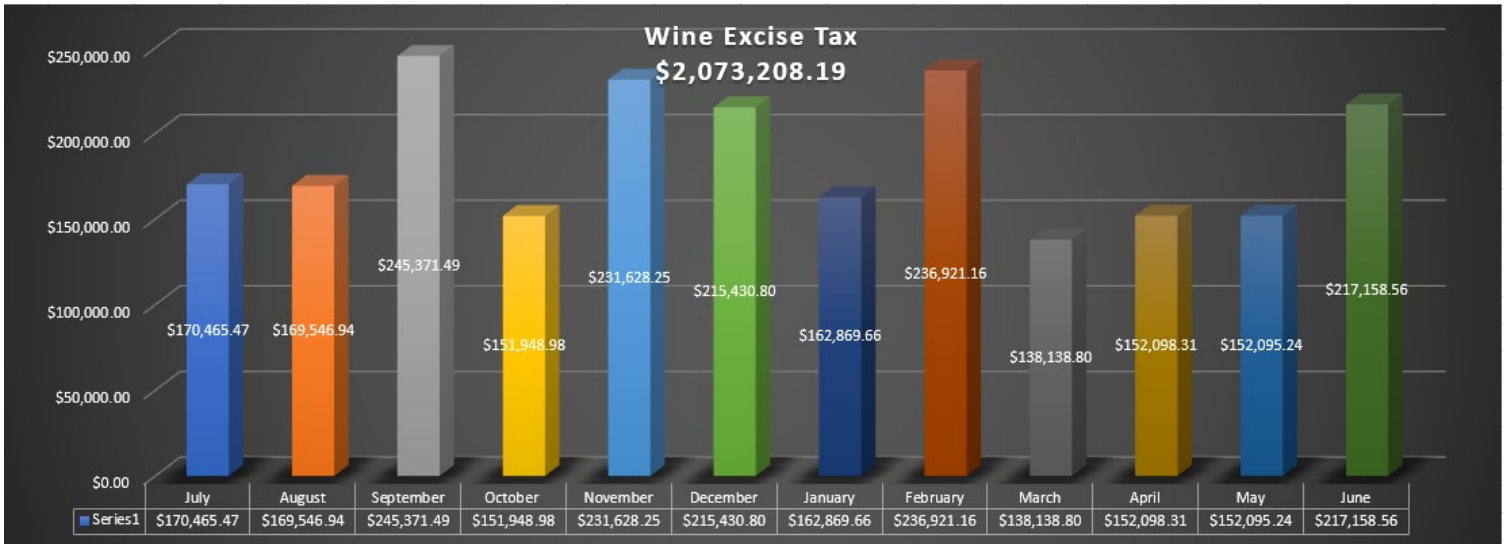


<b>West Virginia Distilleries</b>	<b>Location</b>
APPALACHIAN DISTILLING	RIPLEY
BLOOMERY DISTILLERY	CHARLES TOWN
COUNTRY ROADS DISTILLERY	WHEELING
HATFIELD & MCCOY MOONSHINE	GILBERT
MANCAVE DISTILLING INC	WESTON
MOUNTAIN STATE DISTILLERY	CHARLESTON
MOUNTAIN STATE SPIRITS	BRIDGEPORT
SMOOTH AMBLER SPIRITS	MAXWELTON



<b>West Virginia Mini-Distilleries</b>	<b>Location</b>
ELKHORN MOUNTAIN DISTILLERY	MOOREFIELD
FLYING SQUIRREL RANCH	PURGITSVILLE
FORKS OF CHEAT DISTILLERY	MORGANTOWN
ISAIAH MORGAN DISTILLERY	SUMMERSVILLE
STILL HOLLOW	HARMAN
THE SWEETER SIDE OF THE FEUD	SPENCER
WICKED SPIRTIS DISTILLERY	HARRISVILLE

# Spirits & Wine Division- *continued*



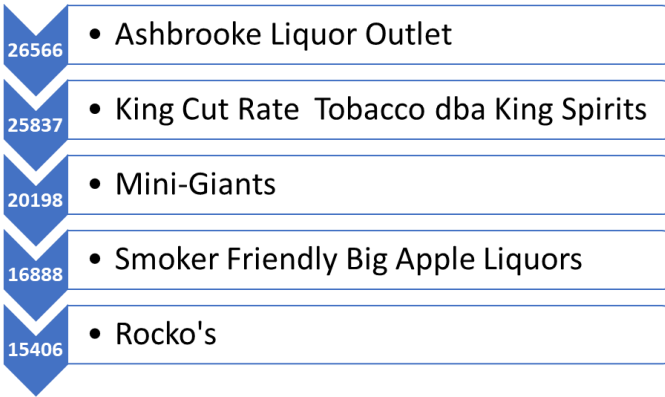
<b>West Virginia Farm Winery</b>	<b>Location</b>
BATTON HOLLOW WINERY	LOST CREEK
BROKEN TRACTOR WINERY (THE)	BRUCETON MILLS
CHESTNUT RIDGE WINERY	SPENCER
COLD RUN VALLEY WINERY	BERKELEY SPRINGS
COX FAMILY WINERY	BUNKER HILL
DANIEL VINEYARDS	GLEN VIEW
FALLING SPRINGS VINEYARD	RENICK
FISHER RIDGE WINE CO.	LIBERTY
FORKS OF CHEAT WINERY	MORGANTOWN
HAWK'S KNOB	LEWISBURG
HEALTHBERRY FARM	DRYFORK
KENCO FARMS	SUTTON
KIRKWOOD WINERY	SUMMERSVILLE
LAMBERT'S VINTAGE WINES	WESTON
MONTICOLA MEADERY	RONCEVERTE
MONVALLEY WINERY	WHITE HALL
MOUNTAIN DRAGON MAZERY FINE HONEY WINE	FAIRMONT
OLD WORLD WINERY	UNION
OUTCIDER	UNION
POTOMAC HIGHLAND WINERY	KEYSER
ROBERT F. PLISKA & CO., WINERY	PURGITSVILLE
STONE ROAD VINEYARD	ELIZABETH
SWILLED DOG HARD CIDER	UPPER TRACT
THE RUSTY NAIL	MARTINSBURG
THE SWEETER SIDE OF THE FEUD	SPENCER
TOSCANO IN APPALACHIA WINES	LERROY
WATTS ROOST VINEYARD	LEWISBURG
WEST-WHITEHILL WINERY	MOOREFIELD
WINETREE VINEYARDS	VIENNA

<b>West Virginia In-State Winery</b>	<b>Location</b>
MOSS FARMS WINERY	WHEELING
OUR SIBLING REBELRY	PT. PLEASANT
FINDLEY MARTIN	MORGANTOWN

<b>West Virginia Wine Distributors</b>	<b>Location</b>
AMERICAN BEER COMPANY	SMOOT
AMERICAN BEER COMPANY (THE)	PRINCETON
ATOMIC DISTRIBUTING CO.	HUNTINGTON
BEVERAGE DISTRIBUTORS	CLARKSBURG
BLUE RIDGE BEV	MORGANTOWN
CAPITOL BEVERAGE	CHARLESTON
CARENBAUER DISTRIBUTING CORP	WHEELING
GALAXY DISTRIBUTING OF WEST VIRGINIA	MORGANTOWN
GALAXY DISTRIBUTING OF WEST VIRGINIA, INC.	ONA
J. C. MENSORE DISTRIBUTOR	NEW MARTINSVILLE
JEFFERSON DISTRIBUTING	MARTINSBURG
JO'S GLOBE DISTRIBUTING CO.	MORGANTOWN
MARTIN DISTRIBUTING CO.	MARTINSBURG
MCCANN DISTRIBUTING	WHEELING
MERCER WHOLESALE CO	BLUEFIELD
MONA SUPPLY CO	MORGANTOWN
MOUNTAIN EAGLE	BEAVER
MOUNTAIN STATE BEVERAGE INC	MORGANTOWN
MOUNTAIN STATE BEVERAGE INC	SUMMERSVILLE
MOUNTAIN STATE BEVERAGE INC	POCA
NORTH CENTRAL DISTRIBUTORS	BRIDGEPORT
NORTH CENTRAL DISTRIBUTORS COMPANY INC.	DUNBAR
PRESTON SIVLER EAGLE CO.	KINGWOOD
RALPH'S BEER DISTRIBUTOR	MORGANTOWN
REID'S DISTRIBUTOR	MARTINSBURG
RIDGELEY DISTRIBUTORS	RIDGELEY
STANDARD DISTRIBUTING	CHARLESTON
STATE DISTRIBUTING	CLARKSBURG
THE COUNTRY VINTNER OF WEST VIRGINIA	LEWISBURG
TYGART VALLEY DISTRIBUTOR	ELKINS
VALLEY DISTRIBUTING COMPANY OF FAIRMONT	FAIRMONT
WALDORF DISTRIBUTING	BEECH BOTTOM
WINE & BEVERAGE MERCHANTS OF WV	WEIRTON
WINE CONNECTION, LLC (THE)	ALDERSON



## Top 5 Sales by Retail Liquor Outlets in Cases FY 19

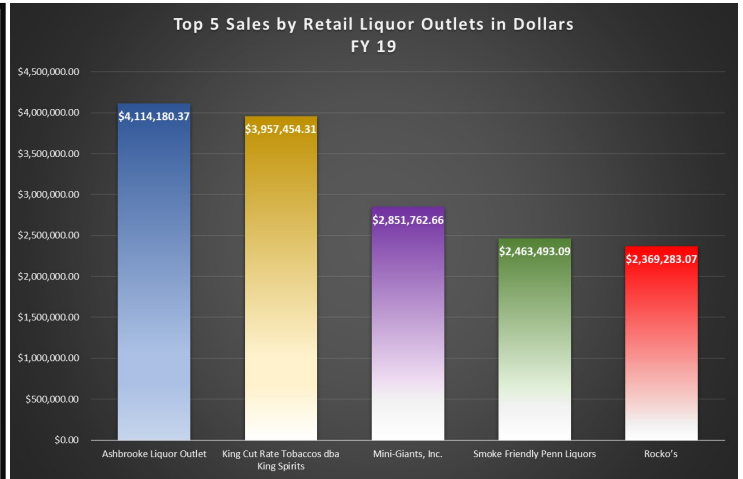


<i>Retail Liquor Outlet</i>	<i>Location</i>
7-Eleven #10670	Martinsburg
7-Eleven #16924	Romney
7-Eleven #17109	Keyser
7-Eleven #20685	Shepherdstown
7-Eleven #25306	Martinsburg
7-Eleven #28303	Berkley Springs
7-Eleven #28310	Hedgesville
7-Eleven #28316	Chares Town
7-Eleven #28317	Wardensville
7-Eleven #28326	Fort Ashby
7-Eleven #34688	Ranson
7-Eleven #34915	Petersburg
7-Eleven #28320a	Falling Waters
7-Eleven #35910h	Charleston
7-Eleven #35915h	St. Albans
7-Eleven #35920h	Oceana
7-Eleven #35927h	Hamlin
7-Eleven #35963h	West Union
A & A Spirits Shoppe	Moorefield
Agent: bfs Foods Inc.	Davis
Agent: KO Convenience Center	Bluefield
Ashbrooke Liquor Outlet	Morgantown
Belington Shop-n-Save	Belington
Belko Foods #6	Hundred
Celebrations	Weirton
CJ's Tobacco Shop Inc	Beckley
CJ's Tobacco Shop Inc	Beckley
CJ's Tobacco Shop Inc.	Sophia
Classic Liquors	Huntington
Classic Liquors	Kenova
Comac #3	Oak Hill
Comac #4	Fayetteville
Corner Liquor & Wine	Huntington
Crown Spirits	Petersburg
Cruise Thru	Romney
CVS Pharmacy #1427	Keyser
CVS Pharmacy #4419	Huntington
CVS Pharmacy #6307	Gassaway
CVS Pharmacy #6313	Beaver

<i>Retail Liquor Outlet</i>	<i>Location</i>
CVS Pharmacy #6350	Kenova
CVS Pharmacy #7124	Hurricane
CVS Pharmacy #7604	Parkersburg
CVS Pharmacy # 6276	Parkersburg
CVS Pharmacy #6277	Moundsville
CVS Pharmacy #6278	Wheeling
D & D Beverages, Inc	Bluewell
East Fairmont Shop-n-Save	Fairmont
Par Mar 1105/Cork-n-Bottle	Williamstown
GDSH Dist/bfs Foods #19	Bridgeport
GDSH Distributors, L.L.C.	Fairmont
GDSH Distributors, L.L.C.	Morgantown
GDSH Distributors, L.L.C.	Morgantown
GDSH Distributors, L.L.C.	Morgantown
GDSH Distributors, L.L.C.	Morgantown
GDSH Distributors, L.L.C.	Bruceton Mills
Giant Eagle #58	Morgantown
Giant Eagle #59	Morgantown
Godfather Liquors No. 2	Mount Nebo
Godfather Liquors, Inc	Bradley
Greenbrier Liquor Shoppe	White Sulphur
Greenbrier Valley Liquors	Harts Run
H&H Spirits Inc.	Williamson
J&J's Mountaineer Mart	Salem
J&J's Mountaineer Mart #11	Terra Alta
J&J's Mountaineer Mart #32	Richwood
Julian's Market	Huntington
King Cut Rate Tobacco	Barboursville
King Cut Rate Tobaccos	Marmet
King Cut Rate Tobaccos #3	Summersville
King Cut Rate Tobaccos dba King Spirits	Huntington
Kroger #790	Beckley
L & W Spirit Shop LLC	Franklin
L.A. Liquor & Lottery, Inc	Logan
Lewis County Liquor Store	Weston
Liquors & More #1	Princeton
Liquors & More #2	Princeton
Liquors & More #3	Marlinton
Little General Store #2150	Alderson
Little General Store #4095	Charleston
Little General Store #4135	Pinch
Little General Store #5065	Barboursville
Little General Store #5400	Bradshaw
Marathon Food Mart	New Haven
Mido Inc. dba Mt. Top Citgo	Thomas
Mini-Giants, Inc.	Parkersburg
New Cumberland Liquors Inc.	New Cumberland
Old White Club Corp.	White Sulphur
Old White Corporation dba Monroe Liquor	Union
Olde Towne Liquors, LLC	Harpers Ferry
One Stop Beverage Mart	Bluefield

# Spirits & Wine Division- *continued*

<b>Retail Liquor Outlet</b>	<b>Location</b>
Par Mar Oil Co, Inc.	Sistersville
Par Mar Store #3	Parkersburg
Par Mar Store #45	Huttonsville
Premiere Liquors	Charleston
Rasi's Discount Liquor & Tobacco, Inc.	Beaver
Rite Aid	Charleston
Rite Aid #3702	Cross Lanes
Rite Aid #1694	Beckley
Rite Aid #113	Pineville
Rite Aid #121	Rainelle
Rite Aid #1277	Clay
Rite Aid #1289	Danville
Rite Aid #1305	Weston
Rite Aid #1373	Mullens
Rite Aid #1382	St Marys
Rite Aid #1408	Mannington
Rite Aid #141	Eleanor
Rite Aid #1503	Benwood
Rite Aid #1562	Charleston
Rite Aid #1687	Webster Springs
Rite Aid #1688	Pt. Pleasant
Rite Aid #1914	Nutter Fort
Rite Aid #1949	Follansbee
Rite Aid #1982	Grafton
Rite Aid #2265	Parsons
Rite Aid #2460	Chapmanville
Rite Aid #2571	Big Chimney
Rite Aid #2605	Kingwood
Rite Aid #2736	Smithers
Rite Aid #280	Ravenswood
Rite Aid #286	Hinton
Rite Aid #294	Sissonville
Rite Aid #3341	Harrisville
Rite Aid #3388	Wellsburg
Rite Aid #733	Wheeling
Rite Aid #734	Wheeling
Rite Aid #906	Buckhannon
Rite Aid #914	Elkins
Rite Aid #915	Clarksburg
Rite Aid #919	Westover
Rite Aid #934	Charleston
Rite Aid #935	Charleston
Rite Aid #937	Dunbar
Rite Aid #944	Charleston
Rite Aid #946	St Albans
Rite Aid #947	South Charleston
Rite Aid #953	Whitesville
Rite Aid #957	Beckley
Rite Aid #959	Ripley
Rocko's	Bridgeport
Saad's Wine & Spirits	Huntington
Sam's Club #6373	Vienna



<b>Retail Liquor Outlet</b>	<b>Location</b>
Sam's Club #6457	South Charleston
Shepherdstown Liquors	Shepherdstown
Shinnston Shop-n-Save	Shinnston
Shop-n-Save	Weirton
Smoker Friendly	Hurricane
Smoker Friendly #1	Parkersburg
Smoker Friendly #16	Dunbar
Smoker Friendly #21	Wheeling
Smoker Friendly #23	Elkins
Smoker Friendly #33	Philippi
Smoker Friendly #38	Pt. Pleasant
Smoker Friendly #41	Wheeling
Smoker Friendly #8	Scott Depot
Smoker Friendly dba Big Apple Liquors	Inwood
Smoker Friendly dba Liquor Express	Inwood
Smoker Friendly dba Penn Liquors	Martinsburg
Smoker Friendly's dba Liquor Plus #43	Glenville
South Fairmont Shop-n-Save	Fairmont
Spencer Spirits, Inc.	Spencer
Spirit Shoppe (The)	Nutter Fort
Stadium Spirits Inc.	Huntington
The Liquor Lair	Man
The Liquor Store	Princeton
The Loft	Lewisburg
Lewisburg Spirits and Wine	Lewisburg
Top Shelf Liquors	Berkley Springs
Trails End Souvenirs, Inc.	Gilbert
Tri-State Disc. Liquor	Weirton
Tri-State Discount Liquor	Chester
Tyler's Hatfield-McCoy Liquor	Matewan
Video Palace, Inc.	Montgomery
Walmart Supercenter #2036	South Charleston
Walmart Supercenter #2576	Nitro
Walmart Supercenter #2684	New Martinsville
Welch Bantam Market	Welch
Wild Vine & Spirits	Sutton
Zeek Enterprise's dba Bridge Mart	Kermit



**NONINTOXICATING BEER**



# Nonintoxicating Beer

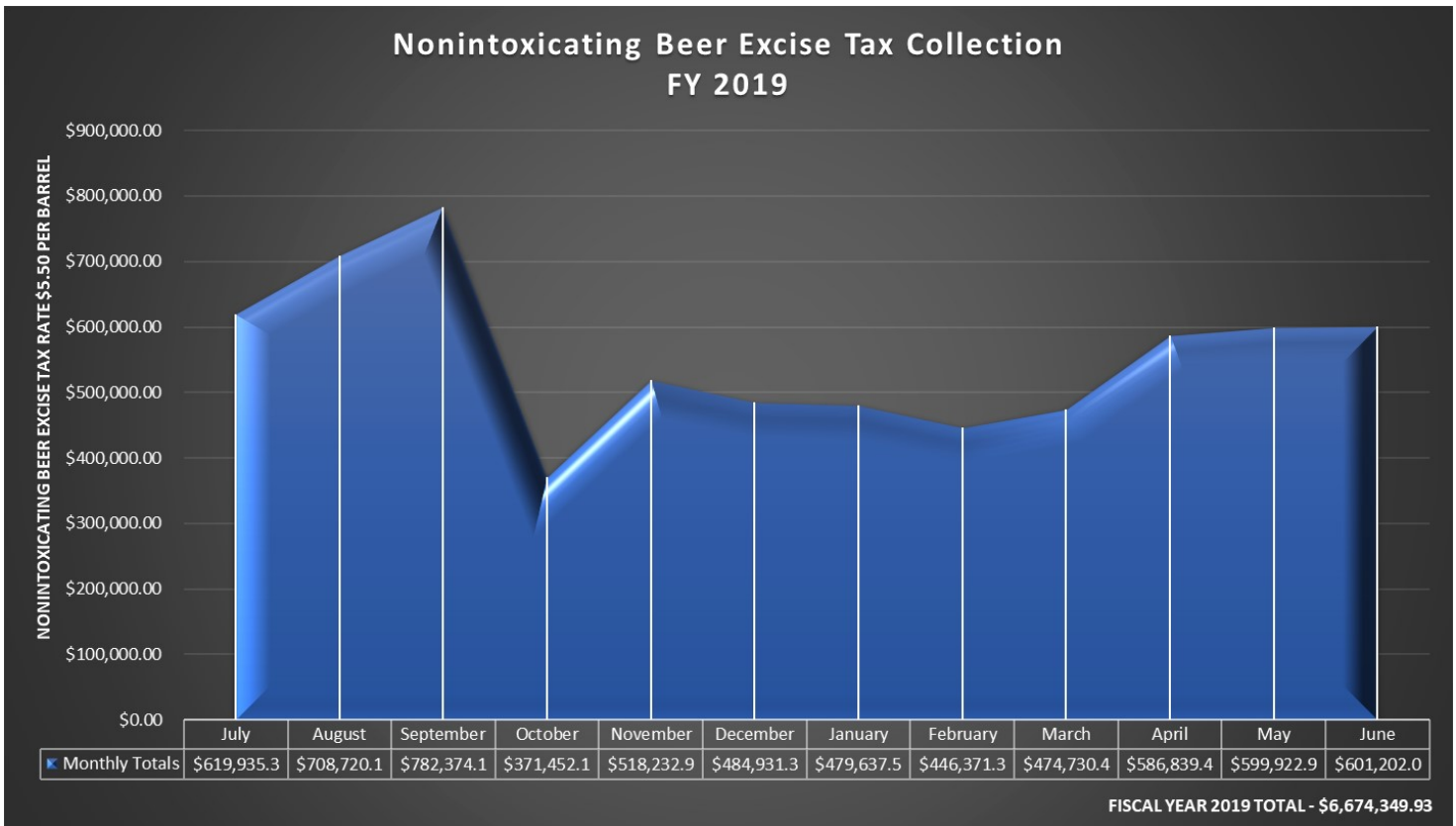
## Nonintoxicating Beer Numbers by Tier FY 2019



Fiscal Year 2019 Beer Barrel Excise Tax records are illustrated in the graphs on this page. The Beer Barrel Excise Tax is a production tax on Nonintoxicating beer and collected by the State Tax Commissioner. The Beer Barrel Excise Tax for Fiscal Year 2019 totaled **\$6,674,349.93**, an increase of 2.3% from the previous year.

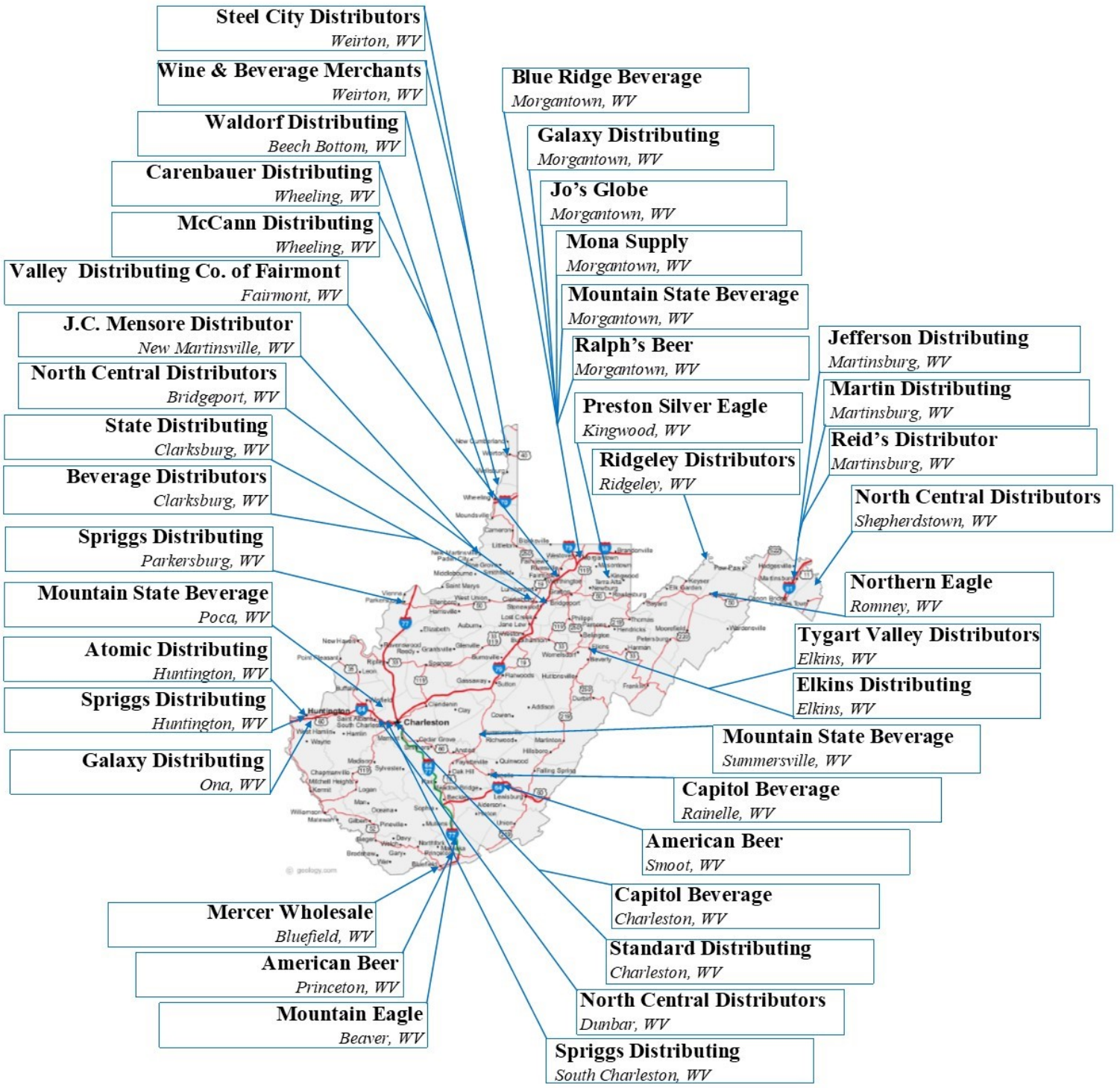


### Nonintoxicating Beer Excise Tax Collection FY 2019



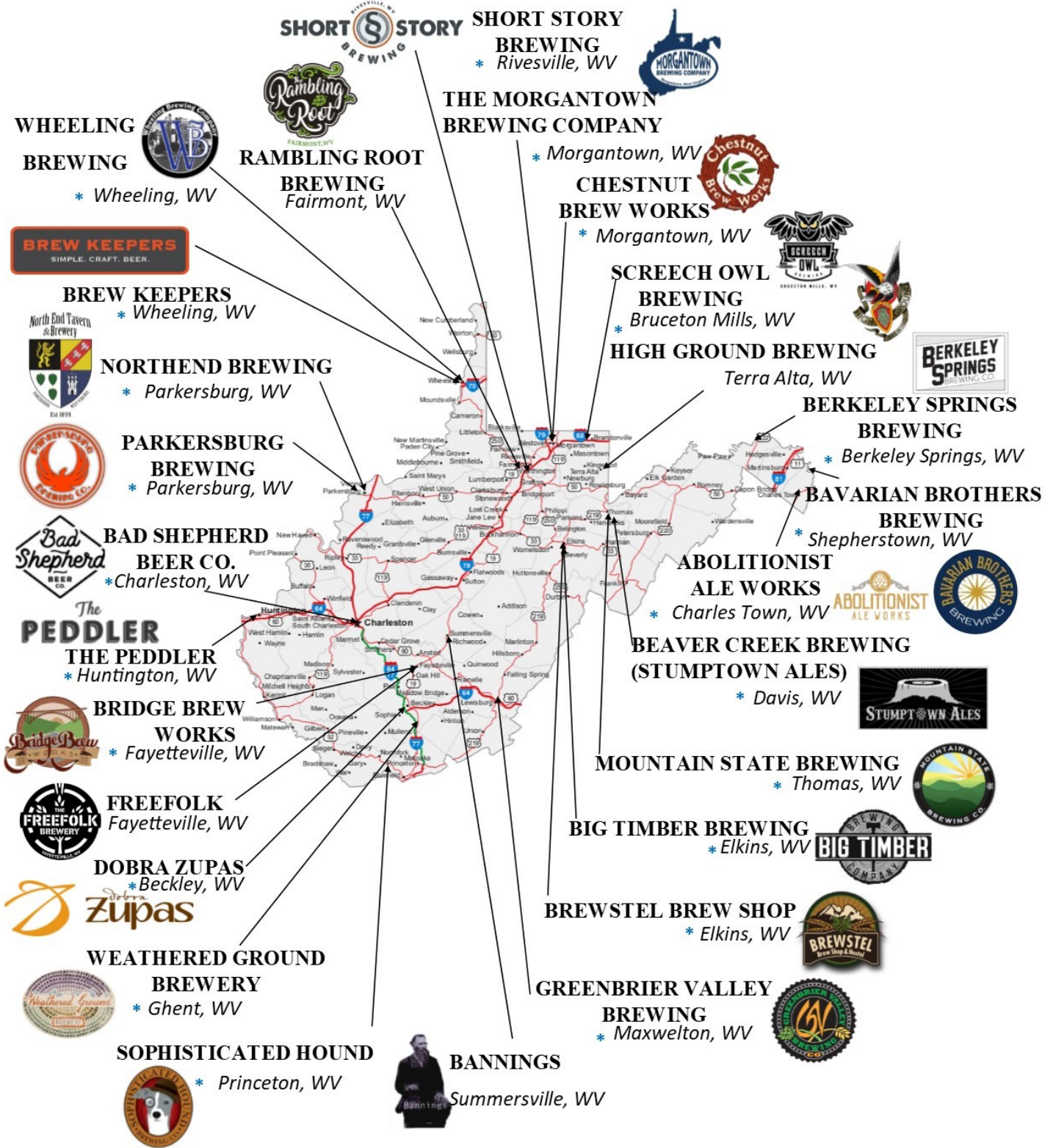


# WEST VIRGINIA NONINTOXICATING BEER DISTRIBUTORS



# WEST VIRGINIA RESIDENT BREWERS

\* Denotes Brew Pub







**ENFORCEMENT**



# Enforcement

## Duties and Responsibilities

The Enforcement Division is committed to enforcing state laws pertaining to the sale, purchase, transportation, manufacture, consumption, and possession of alcoholic beverages. Some of the duties of the Enforcement Division are illustrated below. In addition, agents disseminate educational materials such as our in-house carding video, Blood Alcohol Content (BAC) poster, Fetal Alcohol Syndrome (FASD) poster and the Human Trafficking poster. Licensed locations are visited a minimum of two times per year. The duties performed are crucial to protect the public, patrons, and Licensees.

<b>Initial Inspection</b> <ul style="list-style-type: none"><li>• Performs initial inspections for new applicants</li><li>• Special Events</li><li>• Revised Floor Plans</li></ul>	<b>Background Checks</b> <ul style="list-style-type: none"><li>• To identify criminal history of applicant</li><li>• To ensure applicant is of good moral character</li></ul>	<b>Inspections</b> <ul style="list-style-type: none"><li>• Performs inspections of Class A and Class B licensed establishments to ensure compliance with rules and regulations</li></ul>
<b>Responding to Complaints</b> <ul style="list-style-type: none"><li>• Allegations received from an individual, group, or entity</li><li>• Allegations received from law enforcement</li></ul>	<b>Compliance Checks</b> <ul style="list-style-type: none"><li>• Underage Alcohol Compliance Checks are conducted to help protect the underage public and the public at large</li></ul>	<b>Walk-throughs</b> <ul style="list-style-type: none"><li>• Walk-throughs are a technique carried-out to combat illegal underage drinking and identify other compliance issues</li></ul>
<b>Compliance Sweeps</b> <ul style="list-style-type: none"><li>• Working together with other law enforcement agencies to perform compliance sweeps</li></ul>	<b>Investigations</b> <ul style="list-style-type: none"><li>• Hidden ownership<ul style="list-style-type: none"><li>• Complaints</li><li>• Trade Practices</li></ul></li><li>• Underage and Overserving</li><li>• Source (DUI Death)</li></ul>	<b>Undercover Details</b> <ul style="list-style-type: none"><li>• Undercover operations are conducted to help protect the public by ensuring establishments are following rules and procedures</li></ul>

## Training

The Enforcement Division conducts regional trainings throughout the year to keep up-to-date with administrative laws, policies, trends, projects and safety issues. In addition, an annual training for the entire Enforcement Division was held in August 2018 at Canaan Valley State Park. Training topics covered; Human Trafficking, Fake ID Trends and Detection Methods, Courtroom Testimony and Administrative Hearings, Mock Trials, CPR Certification, and the Drug Recognition Program. In addition, WVABCA specific topics were covered and they included; Myers Manual, Intellicheck Age ID App and Underage Drinking Forms, Human Resource Issues, Legal and Licensing Legislation, Wine Issues, Underage Drinking Compliance Checks and Commission on Drunk Driving Prevention (CDDP) forms.

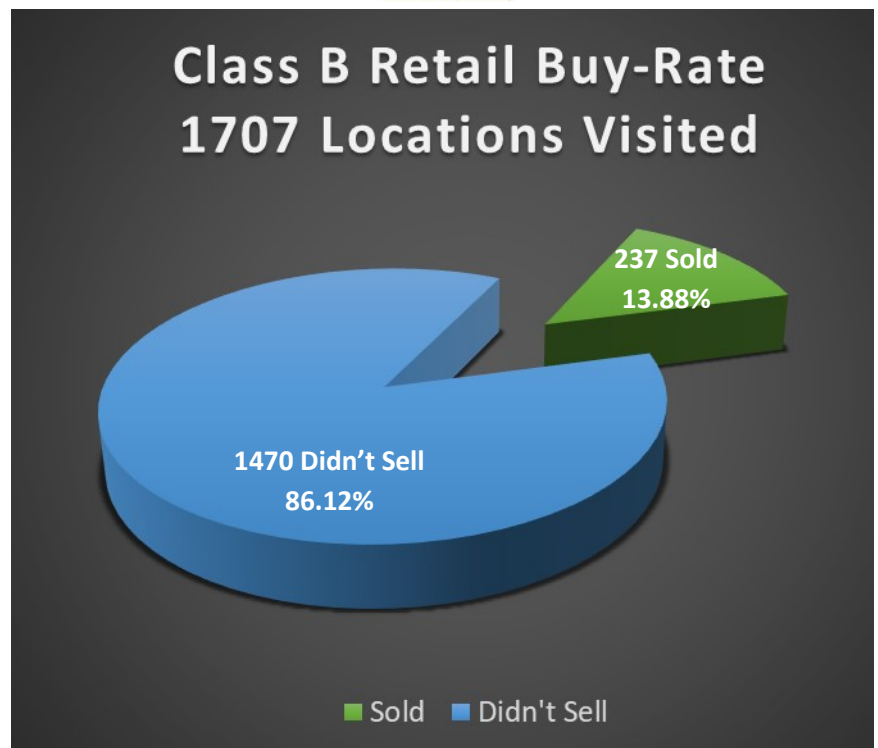
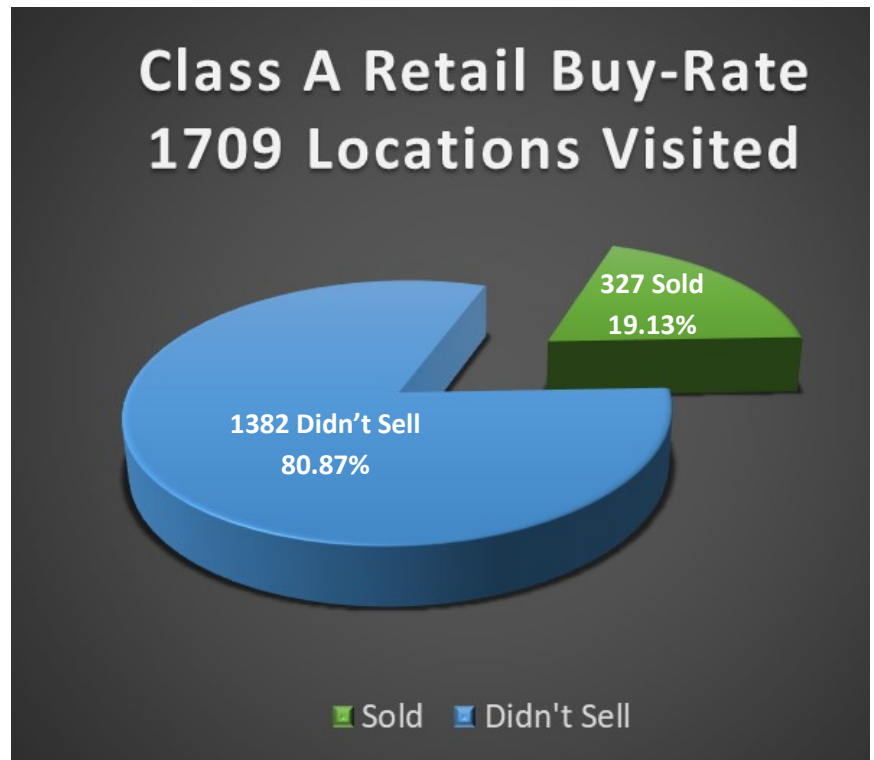
The WVABCA utilized grant funding from the Governor's Highway Safety Program to offset some of the training costs.



## Compliance Checks

Compliance checks are a necessary and valuable approach to address underage access to alcohol. The WVABCA works with the WV State Police, county sheriff's and city police departments across the state to conduct these operations. The charts to the right illustrate the total number of compliance checks conducted in Fiscal Year 2019 at Class A On Premises Licensees (Private Clubs and Taverns) and Class B Off Premises Licensees are (Carry Outs, Grocery Store's and Retail Liquor Outlets).

The WVABCA enforcement activities and administrative actions have made a significant impact on reducing underage access to alcohol. Continued grant funding from the Governor's Highway Safety Program, coupled with a new grant source from the Commission on Drunk Driving Prevention (CDDP), has enabled the WVABCA to conduct an additional 392 compliance checks. In Fiscal Year 2019, we conducted 1,709 compliance checks at Class A On-Premises locations and 1,707 at Class B Off-Premises locations, the buy rate was 19.13% and 13.88% respectively, for a combined buy-rate of 16.5%. The additional compliance checks resulted in nearly a 3% buy-rate reduction from the Fiscal Year 2018 buy-rate of 19.3%.



**Buy-rate:** is a percentage that indicates the total number of Licensees that received a compliance check divided by the total number of Licensees that did not pass a compliance check. This enforcement method is designed to monitor and prevent underage alcohol sales and enforce state code.

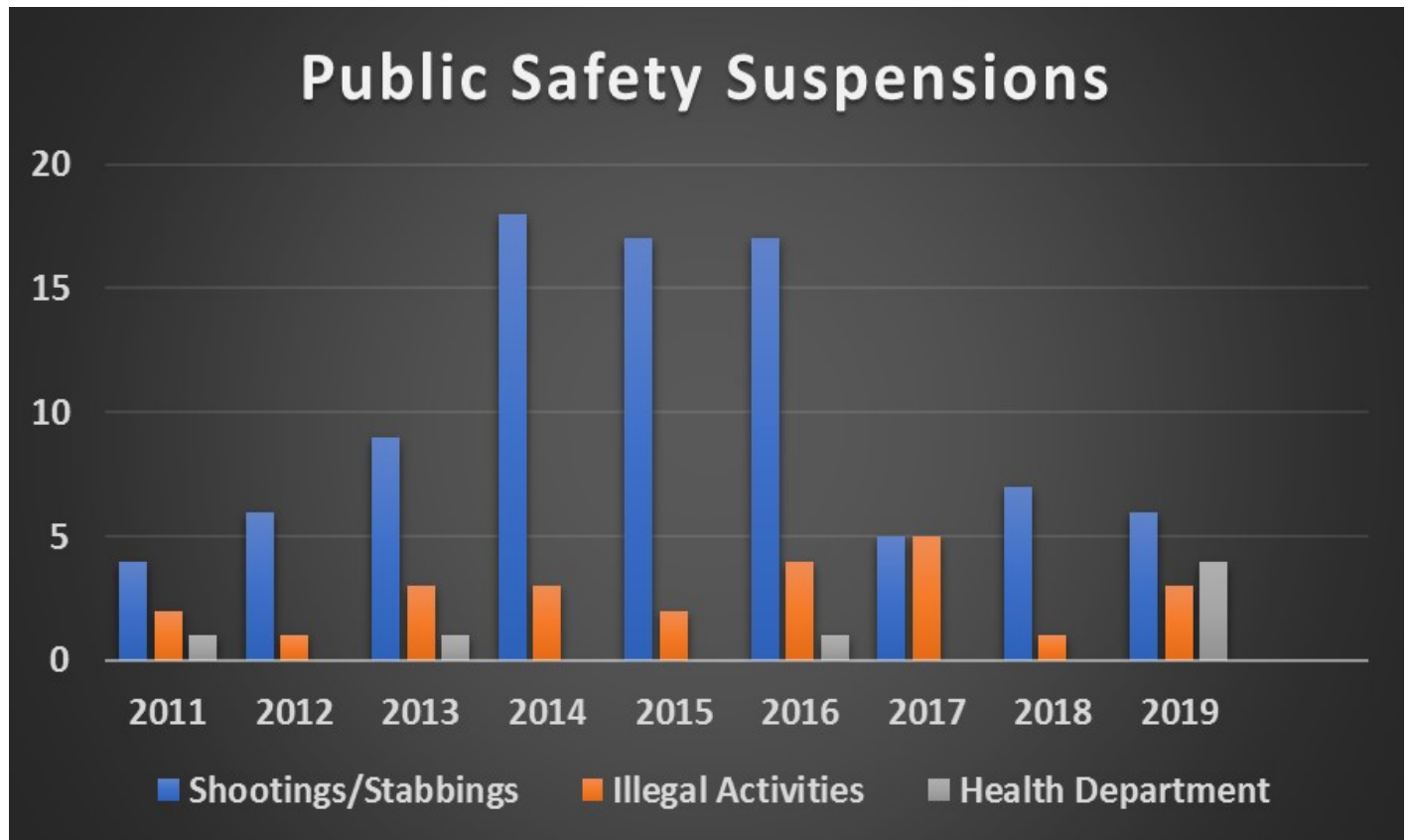
# Enforcement - *continued*

The WVABCA Commissioner has the authority and responsibility to impose sanctions to achieve compliance with WV State Code and Rules. These sanctions could include written warnings, improvement plans, restrictions, momentary penalties, probations, suspensions and possible revocations. Licensees that are deemed to be a threat to public safety are subject to immediate suspension of license privileges pending further investigation. However, if a Licensee has multiple violations or continues to violate the rules and regulations, the WVABCA Commissioner has the power, duty, and responsibility to levy fines to achieve compliance. Licensees that are deemed a public safety hazard or continue to violate West Virginia State Code may face suspension and/or revocation.



In Fiscal Year 2018, there were 671 violations and in Fiscal Year 2019 there were 634 violations. Fewer violations despite more compliance checks (see page 45) can be attributed to more administrative fines and fewer warning letters. In Fiscal Year 2018, there were 517 warning letters issued and \$57,100.00 in administrative fines were levied, as compared to in Fiscal Year 2019 with 290 warning letters issued and \$98,146.00 in fines.





Below are two examples of a Private Club License where violence took place. Media coverage underscores the importance of the role of the WVABCA.



**License of Williamson nightclub revoked following weekend enforcement operation  
Club cited for 36 underage consumption violations in one night**

The private club license of the Borderline nightclub, located on 3rd Ave. in Williamson, was revoked by the West Virginia Alcohol Beverage Control Administration this week following a joint enforcement operation having been conducted at the business last Saturday night. Officials said the operation resulted in 36 underage consumption citations being issued.



**Liquor license suspended for bar following deadly shooting in Huntington**

By Tiersa Davis Tuesday, August 6th 2019

HUNTINGTON, W. Va. (WCHS/WVAH) - The liquor license for a Huntington bar was suspended following a deadly shooting outside the business Sunday. The West Virginia Alcohol Beverage Control Administration suspended The Hot Corner's license for 10 days.



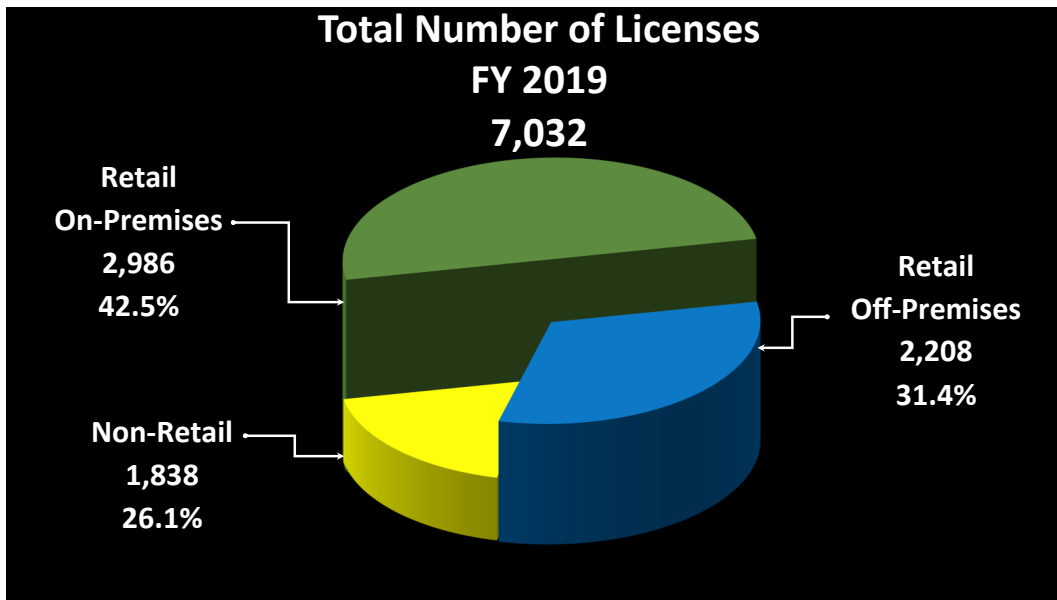
LICENSING





# Licensing Division

The WVABCA Licensing Division is responsible for ensuring applicants comply with West Virginia law pertaining to the issuance and maintenance of licenses, encompassing all aspects of handling, serving, and sales of alcoholic beverages. The West Virginia State Code and Rules permit licenses to be issued under specific guidelines and require direct oversight to ensure the safety of customers, businesses and most importantly, the general public.



The majority of licenses issued in West Virginia can be grouped into three categories; Class A for On-Premises consumption, Class B for Off-Premises consumption, and Non-Retail. Non-Retail licenses span a variety of categories from Wine Distributors to Nonintoxicating Beer and Spirits Representatives.

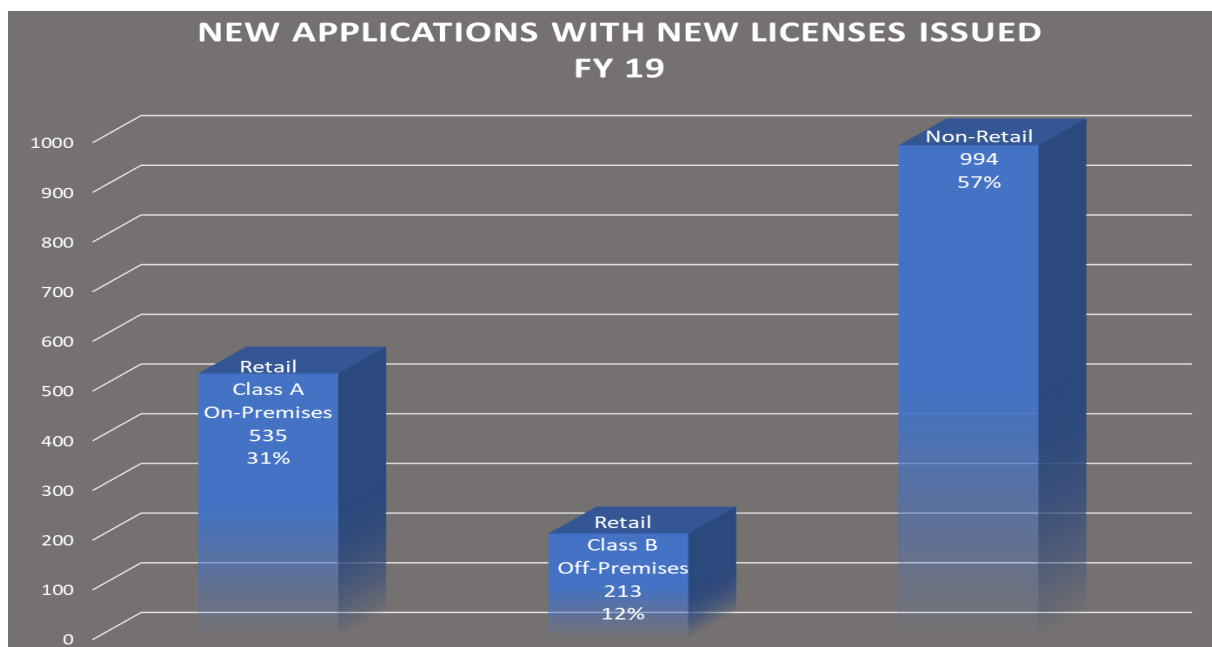
In FY 19, there were 1,742 new licenses issued. In addition, the WVABCA issued 5,290 renewals for a total of 7,032 active licenses.

## OUR STAFF

The WVABCA Licensing Division is committed to providing fast, accurate, and courteous service while ensuring fair and equitable treatment of all applicants.

The WVABCA licenses are processed by a team comprised of five full-time employees.

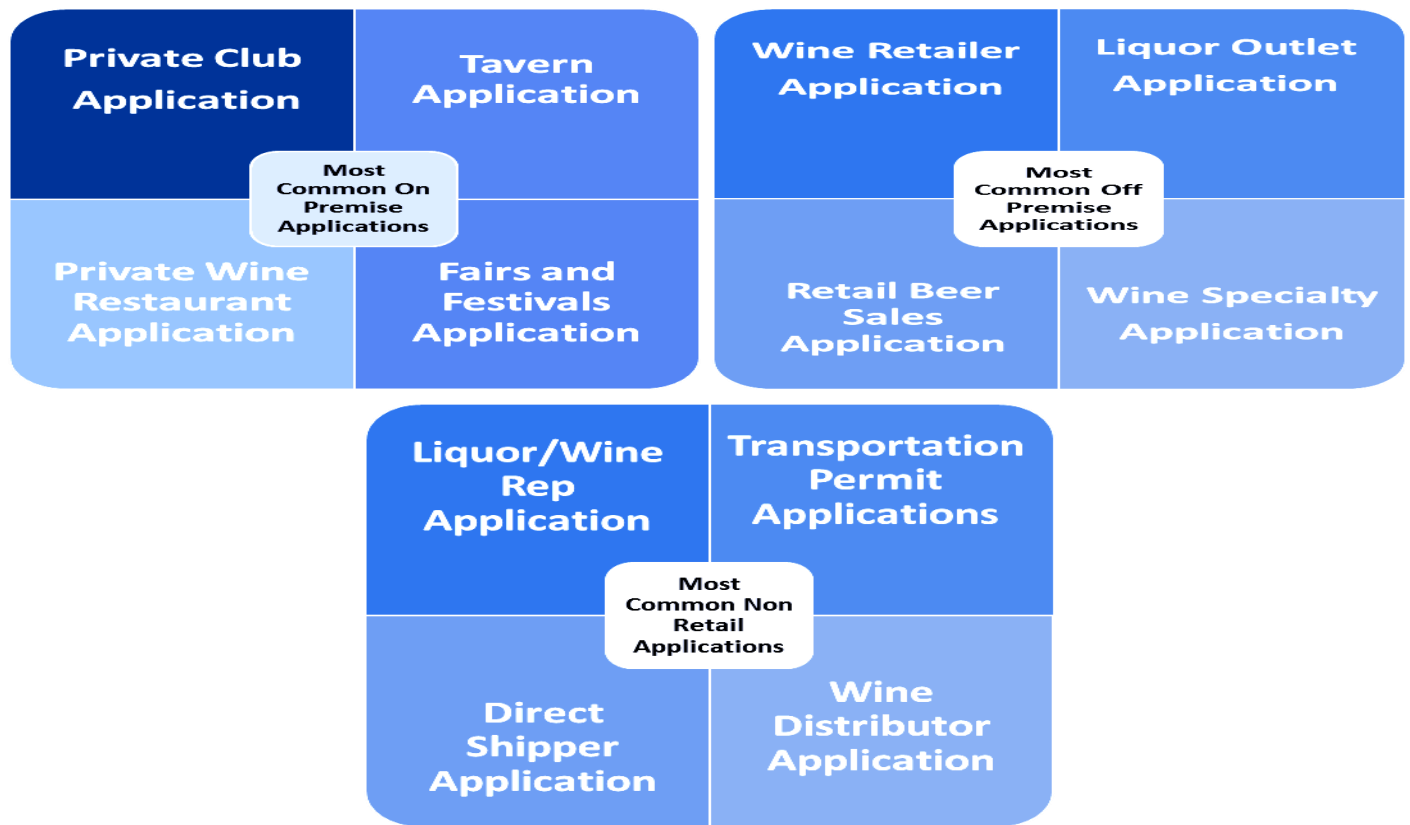
These licenses span over twenty-three distinct categories with their own sets of compliance regulations. The majority of license categories are available on the WVABCA website.



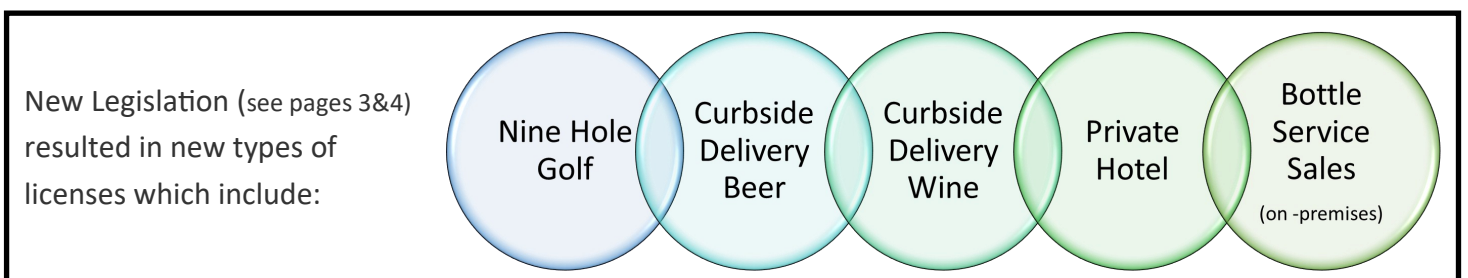
# Licensing Division - *continued*

## License Applications

The WVABCA Licensing Division has seen an increase in applications with licenses issued for Fiscal Year 2018 as illustrated in the previous figure. In order to process these applications, the WVABCA Licensing Division sources information from several entities including the West Virginia Secretary of State's Office, Idemia Morpho Trust, Unemployment, Workers Comp., West Virginia Tax Dept. and other entities. Once the application process has been completed and approved the applicant will receive and are required to post their license in their business location. The Licensee will then need to complete a renewal annually.



### Other Commonly Found Applications Used Across the State





**GRANTS**





# Grants

## Our Partnerships



**State Farm**

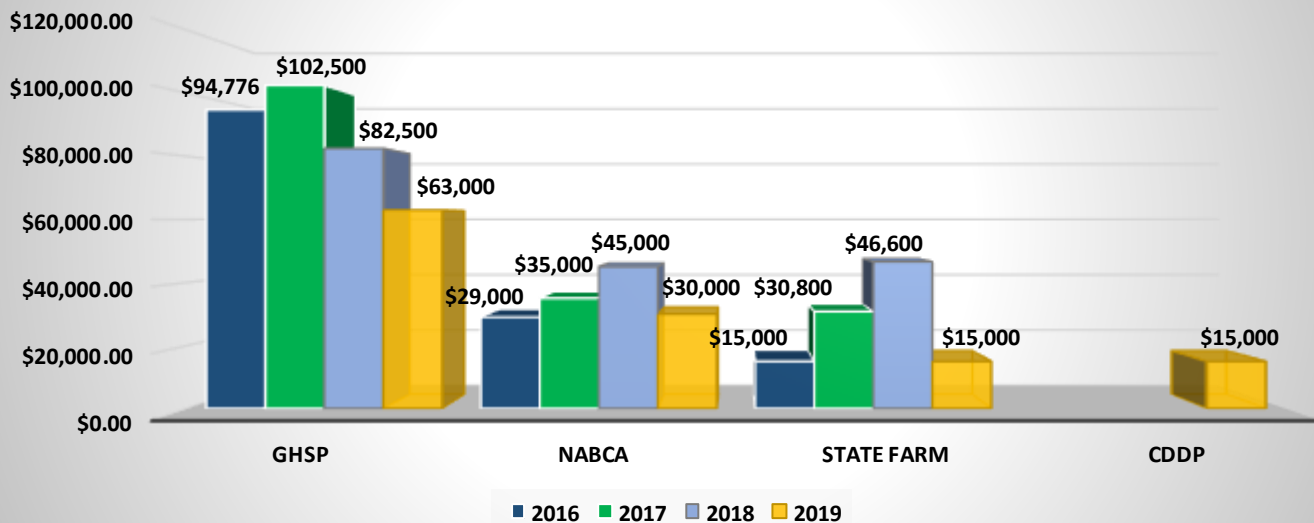


**NABCA**

NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION

The WVABCA received \$138,000 in grant funding from several partners during Fiscal Year 2019. The West Virginia Governor's Highway Safety Program (GHSP) receives funding from the National Highway Traffic Safety Administration and provided the WVABCA with \$63,000 in grant funding. This grant provided funding for the DUI Simulator program, enforcement activities, and training. The National Alcohol Beverage Control Association (NABCA) provided the WVABCA with two awards, (\$10,000 and \$20,000 respectfully). These awards supported the DUI Simulator Program, NO School Spirits PSA program, and training. A \$30,000 grant from State Farm® also supported the DUI Simulator Program and the NO School Spirits Program. The Commission on Drunk Driving Prevention (CDDP) provided the WVABCA with \$15,000 in grant funding. This grant provides funding to conduct compliance checks for our enforcement division.

## Grants from Partnerships



## Grant Funding Activities

Public Health Education

Retailer Education

Enforcement Education

Supplemental Enforcement Details

Technology and Equipment Enhancements

Facilitate Multiple Agency Community Outreach



**EDUCATION**



## Education DUI Simulator



The WVABCA DUI Simulator program was launched in November 2010. The program travels the state visiting high schools, institutions of higher learning and other venues to educate our youth about the harmful effects of drinking and distractive driving. The program provides youth with the opportunity to experience various driving conditions, hazards and scenarios while safely operating a simulation system. The program mimics the difficulties drivers would encounter at various blood alcohol content (BAC) levels. By engaging the youth in this interactive manner, the WVABCA can provide valuable tools to combat underage drinking and distractive driving. Student participation during the 2018-2019 school year increased our program total to approximately 59,985 students.

On June 10, 2019, the WVABCA obtained a new simulator to replace the simulator and trailer purchased in 2010. The simulator has state of the art graphics and the seat has motion to help create a more realistic experience. This program is a fantastic tool to use to educate participants concerning the risks associated with drunk driving. The simulator is in very high demand with multiple events scheduled weekly. There has been positive feedback from educators, law enforcement, students, and the general public. Several comments have been made by students that they, “will never drink and drive”. There has been extensive media coverage of simulator events that have all been very positive.





# DUI Simulator Before and After

## Exterior Modifications



In December of 2018, the WVABCA purchased a new enclosed trailer in preparation for the arrival of the upgraded simulator installation. The new trailer measures 18 feet long by 8.5 feet wide. This is an increase in dimensions from its predecessor. The larger trailer will decrease the wear and tear from the extensive travel required from this program. The WVABCA designed an exterior wrap graphic to showcase the contents of the trailer and display the sponsors of the program.



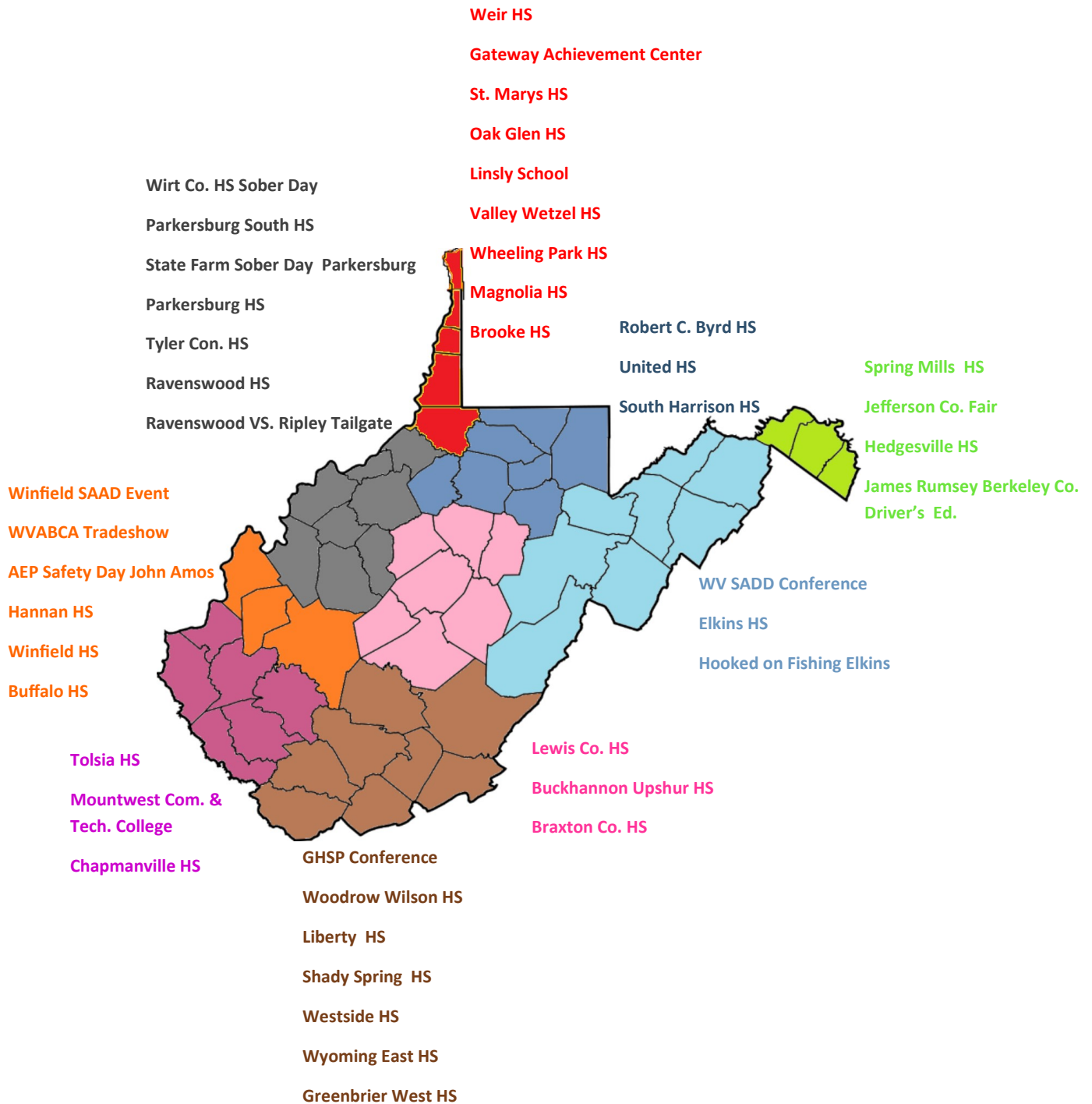
## Interior Modifications

The new trailer was purchased with minimal interior features. The WVABCA performed the final modifications in house. WVABCA installed slip resistant flooring, painted the ceiling and walls, and finished preparing the interior for the upcoming simulator installation.



# DUI Simulator Site Visits

## 2019 Spring and Fall School Semesters

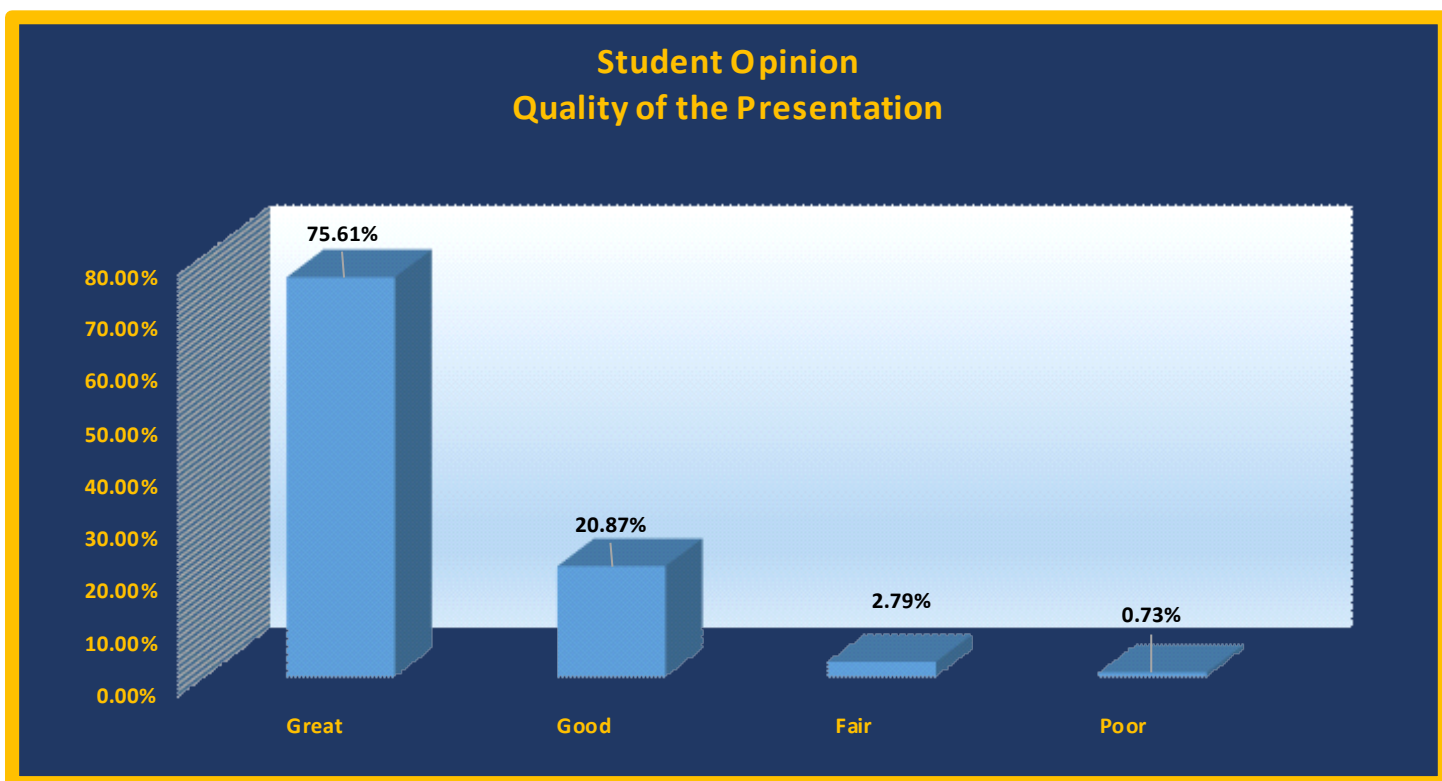
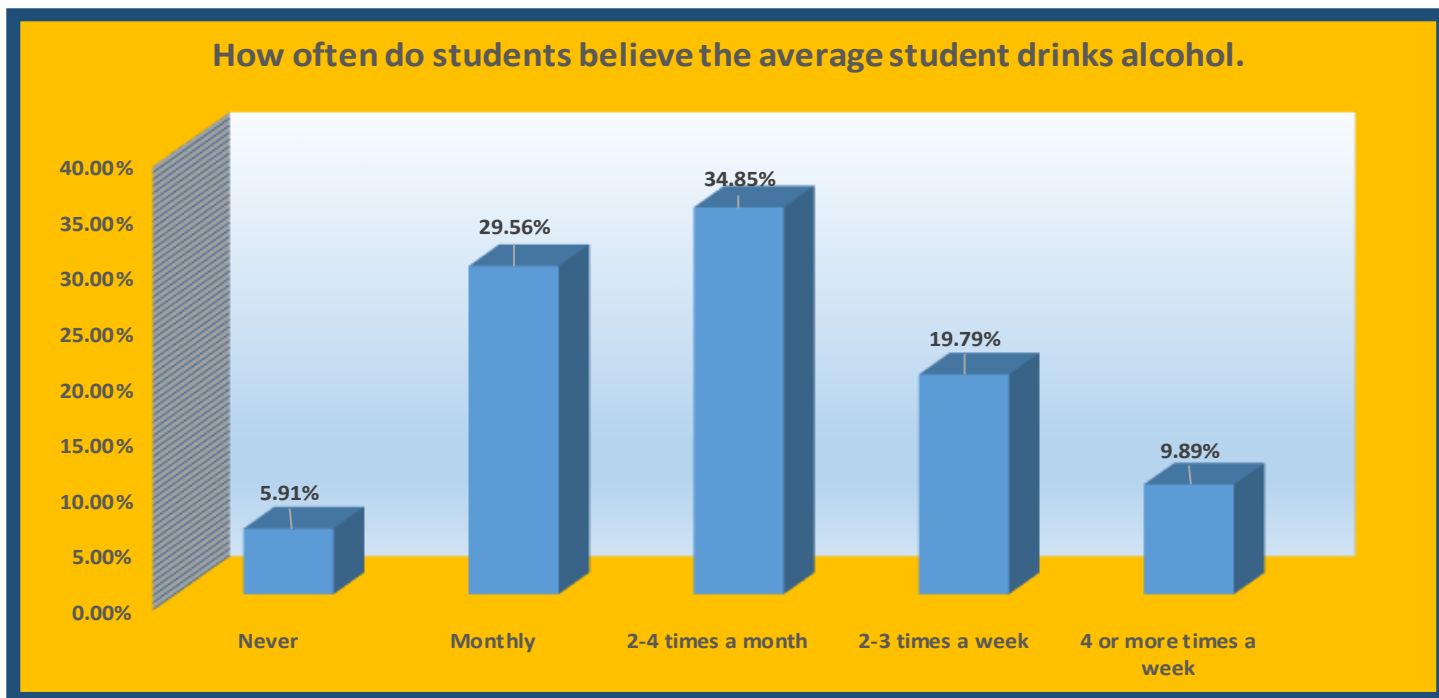


*Note: HS– High School*

## Education

### Student Survey Data

The DUI Simulator program also includes a classroom lecture and collects relevant statistical information (alcohol use, texting habits, seat belt usage) to aid in prevention programming.





## Education

### NO School Spirits PSA Contest

The NO School Spirits PSA program is a contest that seeks video entries from high school and middle school students to address underage drinking or drinking and driving. The entries are judged, and the top three winners receive a monetary award that must be used for a school sanctioned event and/or school equipment. The first-place winning entry is developed into a PSA that is aired across the state during prom and graduation season.

**NO SCHOOL SPIRITS**

**STOP**  
**GRAND PRIZE \$5,000**  
**2ND PLACE \$2,500**  
**3RD PLACE \$1,000**  
 PRIZES FUNDED BY STATE FARM ®

The West Virginia Alcohol Beverage Control Administration (WVABCA) is pleased to announce the 6th Annual NO School Spirits Public Service Announcement (PSA) contest.

High School and middle school students are invited to submit a video about the dangers of drinking and driving or underage alcohol use. The winning school will be invited to help develop a PSA (TV and Radio) which will be broadcast across the state during the 2019 prom and graduation season. The prize money may be used for a school sanctioned event or for school material. All winning schools will be publicly recognized.

**SPONSORED BY**

**WVABCA**  
 West Virginia Alcohol Beverage Control Administration

**State Farm**

**NABCA**  
 NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION

**GHSP**  
 WEST VIRGINIA GOVERNOR'S HIGHWAY SAFETY PROGRAM

For official rules and submission please visit [www.abca.wv.gov/dds](http://www.abca.wv.gov/dds) or scan the QR code below.

Questions may be emailed to: [NoSchoolSpirits@gmail.com](mailto:NoSchoolSpirits@gmail.com)

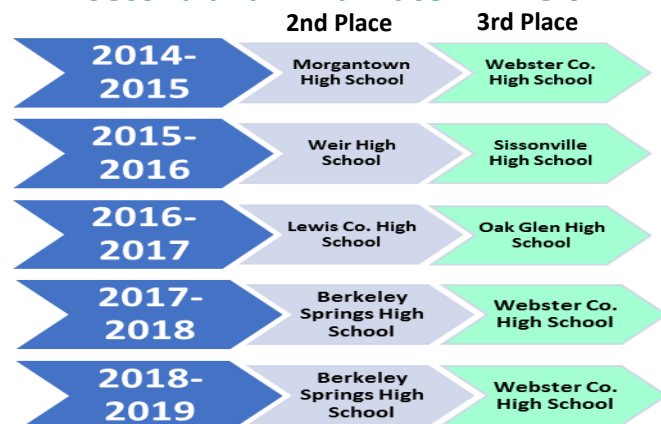
Find Us On

Selection and prize distribution will be determined by the WVABCA.

#### 1<sup>st</sup> Place Winners



#### Second and Third Place Winners



# Education - *continued*

The program is funded by the same sponsors of the DUI Simulator Program. State Farm® provides funding for the prizes and helps to offset some administrative costs. The program awards first-place \$5,000.00, second-place \$2,500.00 and third-place \$1,000.00. The NABCA provides a grant for \$12,00.00 to place a statewide media buy during prom and graduation season. This investment resulted in 10,431 radio and television 30-second spots and \$170,627 in earned media. A smaller grant from the Governor’s Highway Safety Program helps to offset other program expenditures.



**Tolsia High School  
2018-2019 PSA Contest  
1st Place Winner**



**Berkeley Springs High School  
2018-2019 PSA Contest  
2nd Place Winner**

**Webster County High School  
2018-2019 PSA Contest  
3rd Place Winner**







**PUBLIC INFORMATION/MEDIA**



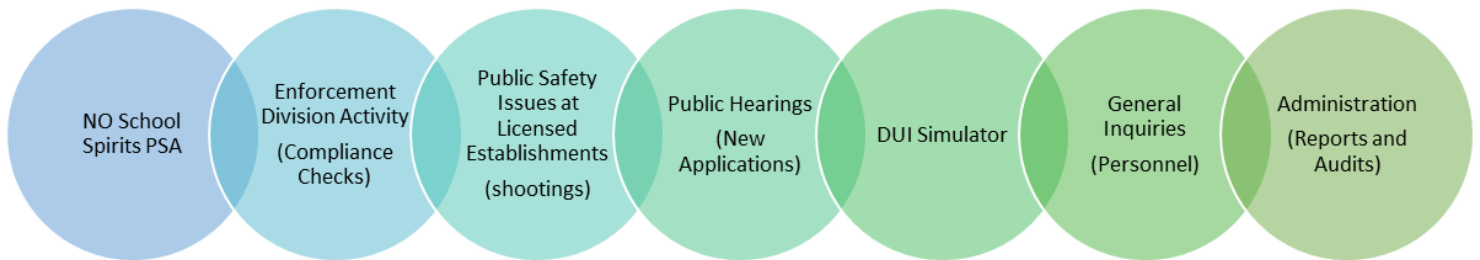


# Public Information/Media

The WVABCA interacts with the public across every department. By providing factual, relevant and current information regarding the duties of the WVABCA as it relates to W.Va. State Code and Rules and addressing other factors of the alcohol industry, we can fulfill our mission and better serve the public.

We coordinate, collect and distribute information to individuals and businesses within the private sector. The WVABCA works with units of governments on a local, county, state and federal level.

The media is interested in a variety of topics and activities at the WVABCA. The most common areas of media coverage can be categorized into the following groups:



<https://www.thelevisalazer.com/2019/04/02/governor-visits-tolsia-high-bearing-awards-for-students/>

## GOVERNOR VISITS TOLSIA HIGH BEARING AWARDS FOR STUDENTS

By - April 2, 2019 in Local News Today

Governor Jim Justice was in attendance yesterday, among other state and local representatives, to award Tolsia High School with a check for \$5,000 from the West Virginia Alcohol Beverage Control Administration (WVABCA) for their winning entry, “Moments in Time”, in the 6th annual No School Spirits Public Service Announcement (PSA) contest.



Left to right: Eric Williams; Justin Prince, teacher;; Cameron Chaffin; Paula Staley, Principal; Mattie Holland; Fredric Wooton, Commissioner; Governor Jim Justice; Kacie Stacy, Student Team Leader; Paskell Doss.

# Recent Headlines

## West Virginia Alcohol Beverage Control Administration



### W.Va. Governor Signs Bill Allowing Sunday Liquor Sales

CHARLESTON, W.Va. (AP) — West Virginians can now buy liquor on Sundays.

Republican Gov. Jim Justice on Thursday signed a measure allowing stores to sell liquor on Sundays after 1 p.m.

The Distilled Spirits Council is cheering the move, saying the law could bring in more than \$1 million in state revenue. The trade group says 43 states allow Sunday spirits sales.

The new rule doesn't allow retailers to sell liquor on Christmas or Easter.



### Craft beer bill makes W.Va. competitive with other states

FAIRMONT — Brewers in the state will soon have a little more leeway.

Senate Bill 529, as passed by the West Virginia Legislature, will raise the alcohol by volume limit in beer from 12 percent to 15 percent, which will give brewers the opportunity to experiment a little more with their crafts.



### Sunday Brunch Hours Will take effect this weekend in West Virginia

CHARLESTON, WV (WOAY) — Beginning this weekend, a new law will allow certain types of businesses to serve alcohol to customers on Sundays as early as 10 a.m. statewide.

The change is a result of the passage of Senate Bill 561, which was signed by Gov. Jim Justice in March during the 2019 legislative session.

The option to serve alcohol at 10 a.m. on Sundays applies to Class A on-premises retailers who have one of the following types of WVABCA licenses: private club, private resort hotel, private hotel, private golf course, private 9-hole golf course, tavern, private wine restaurant, private wine spa, private bed and breakfast, private wine professional/college stadiums, fairs and festivals, one day charitable events, and approved floorplan extensions.

In addition, distilleries, mini-distilleries, wineries, farm wineries, and resident brewers may conduct complimentary on-premises sampling beginning at 10 a.m. on Sundays. However, no bottle sales may commence until 1 p.m.



## Man shot in leg outside Parkersburg bar; police asking for information

PARKERSBURG W.Va, (WTAP)- At 2:54 a.m. on Sunday, Parkersburg Police received a call to a bar at 800 7th Street where a man had been shot in the leg.

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### THE REGISTER~HERALD.

## Hour-long lockdown at Woodrow Wilson High School was precautionary

Police say Wednesday bar shooting led to rumors of school threat. Officials have reported the lockdown at Woodrow Wilson High School Friday morning was a precautionary measure after a rumor spread online about a possible active shooter threat.



## Huntington bar surrenders liquor license after deadly shooting

CHARLESTON, W.Va. (WCHS/WVAH) — A Huntington bar has surrendered its liquor license after a teenager was killed in a shooting last weekend.



## Gold Dome license suspended by state regulatory agency during murder investigation

KANAWHA CITY, W.Va. (WCHS/WVAH) — The West Virginia Alcohol Beverage Control Administration has suspended the license of the Dome Bar and Grill, also called the Gold Dome, in Kanawha City during a murder investigation.

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### The Intelligencer. Wheeling News-Register

## Assault Suspect Flees, Dies in Car Crash Near Main Street in Wheeling

WHEELING — One person is dead after reportedly fleeing from a disturbance at a local bar and crashing a truck into a North Wheeling garage. According to Wheeling police, officers were sent to Generations Restaurant at about 2:10 a.m. Sunday for a disturbance call.



## Alcohol Commission, police investigate possible St. Patrick's Day weekend offenses

MORGANTOWN, MARCH 21, 2019 —

West Virginia Alcohol Beverage Control Administration conducted compliance checks Saturday at a downtown bar, followed by a search by the Morgantown Police Department.





## WVABCA ready for more opportunities to teach with new DUI simulator

CHARLESTON, W.Va. — The brand-new simulator was shown off last week on the grounds of the West Virginia State Capitol. The simulator, which was made possible through grant funding from State Farm, National Alcohol Beverage Control Association and the Governor’s Highway Safety Program, is an advanced model from the organization’s past one.

## Bluefield Daily Telegraph



## Local high school students try DUI simulators at BSC

BLUEFIELD — Mercer County high school students visiting Bluefield State College this week to experience the West Virginia Coalfields Highway Safety Program. During their visits to the campus’s Student Center, they have the opportunity to get behind the wheel of DUI simulators. While some students tried the simulator, their classmates put on what looked like workshop goggles and tried playing simple games requiring eye and hand coordination.



## New educational program teaches about alcohol poisoning, uses video made by Lewis County students

WESTON — Alcohol can kill you. Passing out or vomiting from drinking too much alcohol could be symptoms of alcohol poisoning. Never be afraid to call 911 to get help for a friend. Do the right thing.

These are among the messages that will be taught to high school students around the state as part of a new educational program that features a video made two years ago by Lewis County High School students.

“Myers Manual” is a multimedia presentation and written guide recently released by the West Virginia Alcohol Beverage Control Administration. The manual is a resource to educate young people on the effects that alcohol has on the body and how to recognize the signs of alcohol poisoning.



## New drunk driving simulator aims to decrease DUI’s

WHEELING, W.Va. (WTRF) – It’s a parent’s worst fear. Waking up to a phone call a police officer, saying their child was involved in a drunk driving accident.

That’s why 55,000 young adults have gotten behind the wheel of the Drunk Driving simulator to experience the extreme dangers of drunk driving.

*“I mean they’re just learning how to drive. So, they’re facing challenges already. But the challenges of drunk driving are showing them that even one beer makes a huge difference in your judgement and reaction time. I think it’s crucial they learn that at an early stage in their driving career.”*

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