



# News Release

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For immediate release Friday, May 8, 2009

## **OLCC introduces *OregonLiquorSearch.com* to help customers search online for distilled spirits at Oregon Liquor Stores**

Looking for a particular distilled spirits product but don't know which liquor store carries it or where a store is located? The Oregon Liquor Control Commission is rolling out a new online feature to enhance customer service, Oregon Liquor Search <http://www.oregonliquorsearch.com>. Customers can now search for a specific product straight from the web site to see which stores carry it.

"To me, it's all about improving customer service," said Jim MacAlistaire, Retail Services Director. "The internet provides a convenience to our customers so that they don't have to call around or drive to different stores to find the product they want. Oregon Liquor Search helps travelers and tourists across the state to find the local liquor store and to see if the product they want is in stock."

Customers can search by brand name, a distilled spirits category such as vodka or cognac, or they can search by liquor store. Each product search returns the entire list of products, the proof, size, price and locations that carry the product. While all store locations are listed, not all stores currently provide daily liquor inventory.

"The site is a work in progress," says MacAlistaire. "We look forward to adding pictures of products as well as increasing the number of participating stores."

Searches for liquor stores provide the address and phone number for all stores including directions through Google Maps. Liquor agents are independent contractors who have the flexibility to set their own hours. Customers can check to see what their local store's operating hours are by searching by location.

Security measures are in place to discourage minors from entering the site. Prior to accessing the products and store information, a visitor must enter his/her birth date. If a birth date for someone under 21 is entered, the web site automatically redirects the visitor to the alcohol-free children web page. <http://www.alcoholfreechildren.org/en/states/or.cfm> Content in Oregon Liquor Search is for informational purposes only. Products can not be purchased from this web site.

In addition to links to MADD, Oregon Partnership and Oregon Department of Human Services Addiction Services, there are several links to frequently asked public safety questions on the home page prior to entering the full site.

- What is the risk of giving alcohol to a minor?
- How can I avoid becoming a victim of shoulder tapping?
- When can a store clerk refuse to sell liquor to me?
- How am I at risk if I give liquor to friends or guests who have had too much to drink?
- How much liquor can I bring from another state?

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*Promoting the public interest through responsible alcohol sales and service.*