



Store News

October 2013

Big change in Eugene downtown

The relocation and remodel are complete at Store 1218 Eugene Downtown Liquor. What was once a small, age-worn store with very little parking is now a beautiful, modern liquor store with ample parking and plenty of selections available.

Agent Ken Hand relocated to his new space at 401 West 11th Ave. on June 23, 2013, with the help of friends, family and liquor representatives. The new location provides over 1100 square feet more than the old location, allowing plenty of room to showcase liquor and related items.



Store 1218 Eugene D/T
Large windows from floor to ceiling



Ken Hand, Agent
Store 1218 Eugene Downtown

When you enter the Eugene Downtown Liquor Store one thing that strikes you immediately is the store's open floor space that is brightly lit by floor to ceiling windows. The walls are painted in olive green with tan accents which complement a stained concrete floor and sales counter. Platinum colored shelving with black background enhance the shopping experience.

Based on the customers' response, Ken and his team have succeeded in providing a warm, customer friendly shopping environment. ***"Ken, you and your staff deserve a great big thank you for moving to a larger, more modern retail space."***

The hard work and long hours you put in are evident in the transformation of the Eugene Downtown Liquor Store. Congratulations Ken on your beautiful new store! All agents are encouraged to stop by and visit the store.

(Additional pictures on next page)



Store 1218 Eugene D/T



Store 1218 Eugene D/T
Additional square footage increased retail area

Retail Services Division

October 2013

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A great, local tasting place

One would perhaps normally associate the title of this piece with a restaurant, but we in liquor business know it has other connotations. In this case reference is made to Oregon Spirit Distillers (A-9319), located in Bend and owned by Brad and Kathy Irwin.

So, why is Oregon Spirit great? Well, there's Brad Irwin, head distiller, who has experience in

the liquor business as a server and bartender since the '80s. But in 2006 when Brad began distilling products that now fall under the company label, his greatness became evident in the results he has produced! Brad's desire to stand out is clear in Oregon Spirit Vodka,

Merrylegs Genever, C.W.Irwin Straight Bourbon, Wild Card Absinthe and Black Mariah Marionberry Cordial. Appearing soon will be spiced rum, a wheat whiskey and a rye whiskey.

Another reason Oregon Spirit is great? Well, there's Kathy Irwin who is Finance Director and marketing guru for the business. Though Kathy may be new to the spirits industry there is no dampening her enthusiasm, or her talent for creative marketing ideas. She may also secretly deserve credit for a warm, inviting tasting room on the premises where visitors may enjoy the fruits of the work being done by Brad in the production area.

And, what makes Oregon Spirit Distillers "local" as

presented in this title? This list goes on, but here are a few highlights:

- Spent stillage goes to local farmers for livestock feed.
- Grains for all products are grown in central Oregon.
- Botanicals are either grown by or supplied by Oregon companies.
- Bottles and screen printed labels are produced from relationships with Portland companies.



**OLCC Board of Commissioners at Oregon Spirit Distillers, Bend, OR (l-r Rob Patridge, Pamela Weatherspoon, Michael Harper, Bob Rice, Chairperson Cassandra Skinner).
Brad Irwin, head distiller, center back row**

- All design and marketing materials are produced with help from local artists, photographers, designers and printers. This is truly an approach to business continuity in the local sense! Local only access, however, is a rapidly disappearing concept. Oregon Spirit Distillers products are sold

in more than 80 liquor stores in Oregon and are now available in Idaho and Montana with hope soon for distribution in Washington and California.

So, yep!, Oregon Spirit Distillers is great and it is (for now and maybe for always) local. But don't take this writers word for that. Caution is offered here! Do not visit Oregon Spirit if you don't want to learn the chemistry behind fine craft distilling. And don't visit Oregon Spirit if you don't want to learn best practices for rolling out craft spirits to a challenging market. But if you do want these things and happen to be in central Oregon, a visit to Oregon Spirit Distillers is a must. You will be welcomed to a great, local tasting place!

Responsible Sales Training

As we transition out of summer and toward the holidays, now is a good time to remember you and your team members play a critical role in the Responsible Sales of distilled spirits.

The Retail Operations Manual, page 4-8, outlines the following required training all store personnel must complete:

Responsible Sales Training Program Requirement

- All store personnel who sell alcohol or tobacco products must read the brochure "What Every Store Clerk Needs to Know About Selling Alcohol," complete the alcohol selling quiz and view the DVD "It's Your Job."*
- All store personnel sign and date the brochure "What Every Store Clerk Needs to Know About Selling Alcohol" and a completed alcohol selling quiz and also sign the appropriate columns on the Responsible Sales Training Log acknowledging they have completed the brochure and viewed the DVD "It's Your Job."*
- Agents issue a Responsible Sales Training Verification form to all store personnel once they have read the brochure "What Every Store Clerk Needs to Know About Selling Alcohol", completed the alcohol selling quiz and viewed the DVD "It's Your Job."*
- Agents are required to retain signed brochures, completed alcohol selling quizzes, the Responsible Sales Training Log and a copy of the Responsible Sales Training Verification forms on file at the store.*

The above Responsible Sales Training Program meets the standards of OAR 845-009-0150 as an Approved Seller Training Program and store personnel may receive reduced penalties from a court of law if they have been cited for a sale to a minor.

It is recommended as a "Best Practice" to have every associate review these materials quarterly, so it is kept a priority focus in the store. Even your most veteran employees can become complacent, used to the routine, and fail a minor decoy operation or worse. While the fines are substantial to the associate, and the violation stays on the agent's evaluation for 3 years, selling to a "real" minor can be catastrophic!

Over communicate "Responsible Selling" to your associates, and never let the routine of their job set in.

(Responsible Sales Training cont. from pg. 4)

Another area of responsible selling that needs to be mentioned is selling to a “VIP”, or “Visibly Intoxicated Person”. This can be challenging to determine, but engaging each customer, and being aware can help you see the signs if a customer is a “VIP”.

Please take the time to review the training in OLAS/Liquor store reports/ Training and publications/ Responsible sales training program. The CD portion of the training “It’s your job” is also available on YouTube at: <http://www.youtube.com/watch?v=5xBtAD1CtVE>

Take the time now to ensure this holiday season, your store is promoting Responsible Sales, and you are giving your team the tools they need so everyone is safe.

Proper ID checking

This is a reminder to agents and employees regarding what IDs are acceptable for use by the consumer at the liquor stores.

The State of Washington is currently issuing receipts for online renewal of a State of Washington driver’s license. The receipt is ***not to be accepted*** as the actual driver’s license (please read below).

The OLCC and the law are very specific as to what type of ID to accept. As stated in the Retail Operations Manual, page 4-3:

“To identify the age of a person, accept the following **valid** IDs”:

- **ANY** state issued driver’s license **with photo**
- Department of Motor Vehicles (DMV) ID card **with a photo**, name, date of birth, and physical description from **ANY** state
- United States Military ID card (**with photo**)
- Passport (**with photo**)

There are **NO** other forms of acceptable ID. **ALL IDS MUST HAVE A PHOTO.**

Washington is now offering a resident the ability to renew their license online and pay the renewal fee online. The customer then prints a receipt to show they have renewed their license. **THIS IS NOT ACCEPTABLE ID.** This is only a receipt. A new ID will be mailed in a few days.

Please contact your district manager if you have any questions.



Selling beer and wine to licensees

Many agents have inquired as to whether they can sell beer and wine to licensees with a "Full On Premises" or "Limited On-Premises" license, if the agent's store has an Off-Premises sales license (O license).

ORS 471.186 is the statute that describes the privileges afforded to an "O" license. Sale to licensees of the Commission is not listed in the statute. The Court of Appeals has upheld the concept that when a privilege is not allowed by the statute, it is prohibited. Further, an Off-premises license is defined in ORS 471.392(2) as a retail license. This means beer and wine can only be sold to the ultimate end consumer. Agents selling beer and wine to licensees would be considered a wholesaler which is not a privilege of the Off-premises license.

Questions ???

If you have questions, problems or comments regarding OLAS, BusinessObjects (InfoView or Agent Compensation Security), please contact Retail Services (503) 872-5020. All requests for IS to look at an issue or problem you may be experiencing, must originate with Retail Services. Information Services in connection with Retail Services has put in place a procedure to respond quickly to program issues or report problems. Please **do not call the Information Services Department**. Thank you for your assistance.

Agent Al Johnson

It was with heavy hearts Retail Services recently announced the passing of Alton (Al) Johnson, agent of Store 1187 Portland, King Blvd. Alton is survived by his wife and best friend of 50 years, Christine, sons Alton, Jr. and Lawrence and five grandchildren. Alton was appointed as a liquor agent 20 years ago after retiring from Bonneville Power Administration with 35 years of service. Alton also spent time working for the US Postal Service and served in the US Air Force. Alton grew up in the Portland area, graduating from Roosevelt High where he was an all-star athlete. A true friend and mentor to many through the years, Alton will be truly missed. The Commission is thankful for Alton's service and our thoughts and best go out to his family.



Commission update

The Commissioners approved a rule change in 2012 (OAR 845-015-0105) allowing agents to convert their store from exclusive to non-exclusive. At September's commission meeting, the Commissioners acknowledged they would be willing to consider applications from liquor store owners interested in this business model. If you are interested in converting from exclusive liquor store to non-exclusive with the sale of beer and wine, please contact your District Manager or Retail Services Division (503) 872-5020 or e-mail: olcc.retailservices@state.or.us.

Get the news quick!

The OLCC offers a free subscription service which allows you to be notified by email or text message when new information is available on specific topics that you select. On the OLCC website: <http://www.oregon.gov/OLCC> sign up for up-to-date information on a variety of topics including rule changes, news releases, new liquor licenses, meeting minutes and more. Your email address will be kept confidential, and you can change your subscription details or cancel the service at any time.

Agent Carl Goodspeed recently relocated his Store 1180 Tualatin. Come see the new store and look for a complete article in the next issue of *Store News*

GRAND OPENING!
COME SEE THE NEW
TUALATIN LIQUOR STORE
LOCATION!
OCTOBER 4TH, 5TH, 6TH

TUALATIN LIQUOR 19265 SW MARTINAZZI AVE • Tualatin
503-612-9833 • Hours: Mon-Sat 10-8 • Sun 12-5

Congratulations are extended to these agents on their 10 and 20 year anniversaries with the State of Oregon



Robin Keever
Store 1118 Oakridge
20 years



Greta Karimi
Store 1205 Portland, 205
10 years