



# News Release

Oregon Liquor Control Commission  
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Thursday, April 21, 2016

## Fourteen New Retail Liquor Locations Selected in Portland Metro Area

**PORTLAND, Ore.** – Fourteen new retail liquor locations have been selected by the Commissioners of the Oregon Liquor Control Commission to sell distilled spirits in the Portland tri-county area. This addition will bring the total to 262 liquor stores statewide.

The locations selected offer various business models including adding a spirits section inside existing retail stores as well as stand-alone full-service liquor stores.

The Commissioners started the Open Recruitment process in August 2015 in an effort to improve customer convenience by expanding liquor sales with a measured, but consistent amount of growth.

“Selecting these 14 retail locations is a step forward in our effort to increase store density while offering new and innovative market-driven business models where customers can purchase spirits in Oregon,” said OLCC Chair, Rob Patridge. “For more than two years we have been working toward system expansion and have sought input from existing liquor store owners, distillers, brewers, wineries, distributors, retail licensees, legislators, and representatives of the alcohol moderation community. The Open Recruitment process used to select these liquor stores greatly helps us improve the ratio of retail locations to customers in the Portland metro area.”

Prior to Open Recruitment, the ratio in the Portland metro area was 1 liquor store for every 25,000 customers. With the addition of these 14 retail liquor locations, the new ratio in the Portland metro area will be 1 liquor store for every 21,000 customers.

Following a 14-day public posting at each location, OLCC will make a final review before final approval to ensure that public safety and minor control plan requirements are met. During the 14-day public posting, the OLCC will accept written public comment on individual retail liquor locations under the Oregon public comment rule, [845-015-0135](http://www.oregon.gov/olcc/845-015-0135).

Comments submitted will be reviewed and final decisions will be made based on OLCC’s legal authority. Comments can be sent:

- Email to [OLCC.RetailServices@Oregon.gov](mailto:OLCC.RetailServices@Oregon.gov)
- Postal mail to OLCC Retail Services, PO Box 22297, Milwaukie, OR 97269-2297

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Thirty two applicants had the opportunity to present their proposals to the Commissioners April 20 and 21. The Commissioners made their selections based on the applicants' background, knowledge and experience in retail business management, inventory/cash management, retail sales and operation, customer service/public relations in a retail environment, and the financial ability to open and operate a retail liquor store.

Retail liquor locations are operated by independent private contractors, not state employees. The 14 retail liquor locations selected are:

- 20102 McLoughlin Blvd. Gladstone; Dan Miner
- 36801 Historic Columbia River Hwy. Corbett; GPO Investments, LLC
- 8697 SW Jack Burns Ave Wilsonville; Jesse Stafford
- 9721 NE Cascade Parkway, Portland; Malik Pirani
- 31580 NW Commercial St. North Plains; North Plains Market, LLC
- 4357 N. Williams Ave. Portland; Rothenfluch, Inc
- 7502 NE Shaleen St. Hillsboro; Sullivan's Enterprises, Inc.
- 1173 NE Division St. Gresham; Tobacco Outlet, LLC
- 2705 NE 238th Dr, Ste G. Wood Village; Troutdale Mixer Shop
- 23500 NE Sandy Blvd, Wood Village; Walmart
- 7600 Dartmouth St. Tigard; Walmart
- 17275 NE Cornell Rd, Beaverton; Walmart
- 7650 NE Shaleen St. Hillsboro; Walmart
- 830 NW Everett St. Portland; World Foods, LLC

“We will immediately evaluate the new open recruitment process to fine tune it for use in additional areas of the state later this year,” said OLCC Executive Director Steve Marks. “No decisions have yet been made about what areas will have the next opportunity for ‘open recruitment,’ however, we anticipate using this entrepreneurial method of adding stores throughout Oregon.”

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