



News Release

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OLCC Commissioners embark on a market-driven approach to add up to 17 new liquor outlets in the Portland metro area

“Largest liquor outlet expansion since Prohibition”

Portland, Oregon – Today, the Commissioners of the Oregon Liquor Control Commission directed staff to begin work on a market-driven open recruitment process for appointing liquor store contracts that could result in an additional 17 liquor stores in the Portland metro area. The open recruitment process is an effort to improve customer convenience by expanding liquor sales in underserved areas with a measured, but consistent amount of growth.

About 30 years ago, Oregon had one liquor store for every 12,000 Oregonians. Today, there are 248 liquor stores statewide, but with the rise in population, the current ratio is 1 liquor store for every 16,000 customers. The greatest disparity exists in the Portland metro area (Clackamas, Washington, and Multnomah counties). Currently, there are only 68 stores in the metro area, resulting in a ratio of 1 outlet per 26,000 customers.

The following zip codes have significant population and no outlets:

97119 Gaston	97024 Fairview	97227 Portland	97009 Boring
97113 Cornelius	97060 Troutdale	97231 Portland	97027 Gladstone
97133 North Plains	97218 Portland	97233 Portland	97089 Damascus
97124 Hillsboro	97221 Portland	97004 Beaver Creek	

\$1 BILLION SPIRITS SALES

Distilled spirits sales in Oregon are higher than ever, generating more than \$1 billion in gross revenue for the 2013-2015 biennium. This is about \$90 million (8 %) more than the previous biennium (2011-2013).

Driving factors in the increase can be attributed to customers purchasing more expensive products, Oregon’s population growth, and a healthy local distilling industry.

The Oregon legislature funded a significant increase in OLCC warehouse shipping capacity to service population growth well into the future.

The Commission will begin holding applicant informational meetings and accepting applications in mid-October. “Oregonians have grown more sophisticated and have greater demand for modern, consumer-friendly shopping and higher levels of convenience than ever before,” said OLCC Chair, Rob Patridge. “For the last two years, we have been working with existing liquor store owners, distillers, brewers,

wineries, distributors, retail licensees, legislators, and representatives of the alcohol moderation community to identify ways to improve customer convenience. Through open recruitment, we’re moving forward with a plan that presents a unique opportunity for the Commission to increase store density while exploring new and innovative market-driven business models where customers can purchase spirits in Oregon.”

The open recruitment process may add up to 17 liquor outlets in the Portland metro area at one time, leading to increased customer convenience and has the potential to increase state revenue as stores are sited in underserved areas, allowing for population growth. The Commission will only add outlets based on the quality of the proposals and demonstrated market opportunity.

Area	Population*	# Stores	Population Per Store
Washington County	560,465	20	28,023
Clackamas County	391,562	17	23,033
Multnomah County	765,775	31	24,702
Tri-County Area	1,717,812	68	25,262
Statewide	3,962,710	248	15,979

The open recruitment process is open to a variety of different business proposals that could include adding a spirits section inside existing stores, a traditional liquor store, or a unique niche business. The OLCC’s independent contractors can apply for additional outlets under the open recruitment process.

“We’re calling on existing liquor agents and business owners, to bring forward innovative proposals that showcase the entrepreneurial spirit for which Oregonians are known,” adds Patridge.

The process of open recruitment is a new tool OLCC is using to foster liquor outlet proposals. However, the Commission will continue to use its traditional evaluation to make decision about the appointment of agents for each individual outlet.

Staff will open rulemaking to require open recruitment applicants to submit a control plan that shows how they will prevent access to minors and reduce the possibility of theft. As OLCC moves forward, there will be an opportunity for citizens to weigh-in on the rulemaking and share their thoughts with OLCC’s Commissioners.

More information on open recruitment is available on OLCC’s [liquor stores web page](#). People interested in receiving automatic email alerts when new information is added, can subscribe through [our website](#).

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The five citizen commissioners are the policy-making body of the OLCC. They meet monthly for one or two days to make decisions regarding the regulation of the sale and service of alcoholic beverages in Oregon by administering the state’s Liquor Control Act and the regulation of the sale of recreational marijuana in Oregon through the Control, Regulation, and Taxation of Marijuana and Industrial Hemp Act.

Commission meetings are held at OLCC’s main office, 9079 SE McLoughlin Blvd., Room 103A in Portland, unless otherwise specified. Agenda items can be obtained on-line at http://www.oregon.gov/OLCC/public_meetings.shtml