

OREGON LIQUOR CONTROL COMMISSION

Oregon's Retail Liquor Stores

In 1933, when national prohibition of liquor was repealed, the Oregon Liquor Control Commission (OLCC) was created to regulate the sale and service of alcohol. The OLCC serves the public by assuring the availability of alcoholic beverages for responsible use while producing revenue for state and local governments.

Retail Services

The Retail Services Division oversees the daily operations of liquor stores. Retail Services personnel work closely with independent contractors (agents) to help them understand and follow liquor regulations and store operating procedures. All agents are independent contractors; they are not state employees.

The link between the state and the customer is the retail liquor store. The stores are run by agents that are OLCC-appointed and are responsible for the daily operations of the stores. The stores' distilled spirits are owned by the state.

Types of Stores

There are two types of liquor stores in Oregon's system, exclusive and non-exclusive.

Exclusive stores are high-volume businesses whose primary function is to sell liquor. These stores usually serve metropolitan areas. They sell only distilled spirits provided by the state, and related items allowed by OLCC rules, such as mixers and glassware provided by the agent.

Non-exclusive liquor stores are operated in conjunction with other businesses such as hardware, drug or other small retail stores. Most non-exclusive liquor stores serve smaller communities and are located outside of metropolitan areas.

New Store Locations

The selection of new stores is based on factors such as current population, projected population growth, distance to the nearest liquor store, and tourism, with a goal to select a location best suited to serve Oregon residents and visitors. The OLCC accepts suggestions for store placement; however, the OLCC ultimately determines where a new store will be located and when it will be opened. After the OLCC has determined a general location for a new store, the vacancy will be advertised and the application process described below will begin.

Selecting an Agent for New and Existing Locations

When an opening for a liquor store operator occurs the OLCC advertises to fill the vacancy. The OLCC may use a variety of methods to advertise including internet postings, other online media, or newspapers.

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For more information contact:

OLCC Retail Services Division
phone: (503) 872-5020
toll free: (800) 452-6522



The mission of the OLCC is to promote the public interest through the responsible sale and service of alcoholic beverages.

www.oregon.gov/OLCC

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Current openings are available on the Retail Services hotline (503-872-5280 or toll free at 1-800-677-3680). Notifications for new openings are also available through email alerts at www.oregon.gov/olcc/liquorstores.

OLCC must receive the applications by the deadline posted in the advertisement.

Note: If an agent dies or becomes disabled, a qualified spouse or child is given preference in selection of a successor agent and the vacancy will not be advertised. If there is no qualified spouse or child, the vacancy is advertised and follows the usual selection process.

Qualifications

All applicants are evaluated on background, knowledge and work experience in:

- retail business management
- inventory/cash management
- retail sales
- customer service/public relations in a retail environment

Restrictions

A person cannot become a retail sales agent if:

- the person or any member of the person's household or immediate family has an ownership interest in, or business connection with the distilled spirits industry; (see ORS 471.710(3) and OAR 845-015-0118)
- the person is a licensee or a director, officer or substantial stock holder in a business licensed by the OLCC. However, an off-premises sales licensee may be a non-exclusive agent. (see OAR 845-015-0115)

Selection Process

A staff committee scores and rates all applications received by the deadline. Top-scoring applicants are invited to OLCC's main office in Milwaukie for a personal interview. The top finalists prepare presentations and present them at a public commission meeting. The Board of Commissioners make the final selection of the agent.

Compensation for Services

OLCC pays agents monthly compensation for their retail services. The agent receives a fixed base allowance determined by type of store and store classification plus a variable sales commission. An agent uses this compensation to pay all salaries and operating expenses of the store.

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