Policy and Procedures

SUBJECT:	OLCC Chance to Purchase Program
NUMBER:	PP 845-301-005
APPLICATION:	Commission Wide
INTERPRETATION RESPONSIBILITY:	Director of the Distilled Spirits Program
EFFECTIVE:	**November 2023**
APPROVED:	/s/ _____ **DATE** 11.9.23 Craig Prins, Executive Director

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PURPOSE:

The purpose of this policy is to establish the guidelines, frequency, and internal responsibilities for the OLCC's Chance to Purchase Program. This program will provide additional opportunities for Oregonians to acquire rare and highly sought after distilled spirits through a quarterly raffle process.

DEFINITIONS:

Vendor Allocated Product: High demand distilled alcoholic product with a limited quantity available. OLCC typically receives vendor allocated products once a year.

Seasonal Product: Limited quantity distilled alcohol products that are available to OLCC seasonally throughout the year.

Common Stock Product: Distilled alcohol products that are typically listed in warehouse inventory throughout the year and ordering quantities are generally not limited.

Special Order Product: Product that is not listed in Common Stock inventory for ordering by liquor stores, but that may be acquired by Oregon through promotional

opportunities.

Oregon Resident: Any person who resides in Oregon and possesses an Oregon Driver's License or Oregon Identification Card issued by the Oregon Department of Motor Vehicles.

POLICY:

The OLCC established the Chance to Purchase Program in 2018. This program has been very popular with Oregonians and further expansion of the Chance to Purchase Program has been requested by our stakeholders. The OLCC will hold Chance to Purchase Drawings quarterly throughout the calendar year. The chance to purchase drawings will be held in the months of March, June, September, and December. This program is designed to increase the availability and percentage of rare and highly sought after distilled spirits available to the public.

The Distilled Spirits Division will monitor trends in popularity and scarcity and adjust appropriately to make sure that the distilled spirits available in the Chance to Purchase Program are the most popular and sought after distilled spirits. This will include some distilled spirits that are common stock, but that are highly sought after and difficult to find on store shelves.

The Distilled Spirits Division will actively work with manufacturers to bring a variety of distilled spirits into the Chance to Purchase program.

The Distilled Spirits Division will present an overview at the February Commission meeting on the success of the prior year's program.

PROCEDURES:

OLCC will coordinate and execute four Chance to Purchase Drawings in every calendar year. They will occur on or before March 31, June 30, September 30, and December 31.

OLCC will contract with an outside vendor to conduct the drawing for transparency purposes. OLCC will use an internal drawing process until the outside vendor process is completed but will engage a state agency representative outside of OLCC to monitor to insure impartiality.

The Distilled Spirits Program will select the distilled spirits for each of the quarterly Chance to Purchase drawings. The distilled spirits that can be included in this program are vendor allocated, seasonal, common stock and special order.

The Distilled Spirits Division will coordinate with OLCC Communications to reach the citizens of Oregon to raise awareness of the drawing and the Chance to Purchase Program. A separate email has been established for all external communications streamlining a one point of contact model for the public. The email is chancetopurchase@oregon.gov and will be monitored by the Distilled Spirits Division.

The purchase price of each distilled spirit is the price that is set at the time of the drawing. OLCC reserves the right to change or correct pricing errors at any time.

When there is more than one item offered for a Chance to Purchase, each item will have its own drawing. There is no cost to enter a Chance to Purchase drawing or obligation to purchase other merchandise at a liquor store to enter any drawing. Participants whose entry is drawn by OLCC are not required to purchase the winning item, nor are they required to purchase any other item if they chose to purchase the winning item.

The following rules will apply to the Chance to Purchase drawings:

- OLCC employees and liquor agents are not eligible to participate in the Chance to Purchase Program
- Participants must be an Oregon resident who is at least 21 years of age or older
- Oregon residents assigned to active military duty outside of Oregon are eligible
- One entry is allowed per Oregon Resident per product available, with a maximum of 5 entries per quarterly drawing
- Raffle participants that enter the raffle more than once will be disqualified from the current drawing. This includes the same person entering multiple times under different identities.
- One winning entry per Oregon resident per product, once you win the right to purchase an item your other entries will be null and void
- Applicant chooses the liquor store for pickup during the registration process
- Winners will have 14 days from the drawing date to arrange for purchase of the distilled spirit with the liquor store chosen during the registration process
- Winners will be notified by the Distilled Spirits Division by email along with winners posted publicly by the OLCC
- If a winner fails to pick up the distilled spirit within 14 days, the retail agent who received the distilled spirit will be allowed to sell the distilled spirit to the public at their discretion after notifying their assigned District Manager

The Distilled Program will present the highlights of the Chance to Purchase Program at the February Commission meeting of the OLCC.