

AGENCY

The mission of **Montgomery County Alcohol Beverage Services** is to provide efficient and quality wholesale and retail sales of beverage alcohol products while promoting moderation and responsible behavior in all phases of distribution and consumption. As a control jurisdiction, ABS facilitates the wholesale distribution of beer, wine and spirits to over 1,000 licensed establishments in the county and operates 27 retail stores. Along with the sale and distribution of a controlled substance comes a responsibility to educate and support the establishments served to ensure the safety of Montgomery County residents and the vitality of licensed businesses.

WET and DRY COUNTIES

Montgomery County is a wet county.

Over 21+ Population - July 2021
Montgomery County, (Census.gov)

782,068

NET REVENUE

Montgomery County distributes its net revenue into one category:

- General Fund (100%)



Figures are from 2022

HISTORY

On December 5, 1933, the Liquor Control Board for Montgomery County was established by law. For the next 18 years, the Liquor Control Board controlled the sale and distribution of beverage alcohol in Montgomery County.

On July 1, 1951, the Department of Liquor Control was created by Section 159 of Article 2B of the Annotated Code of Maryland, and the Board of License Commissioners became a separate entity. The Office of the Board of License Commissioners was integrated into the Division of Licensure Regulation and Education of DLC in 2006.

On July 1, 2019, with the enactment of an amendment in state law, the department officially changed its name to Alcohol Beverage Services to better reflect its mission.

On May 4, 2021, Kathie Durbin was named director, making her the first woman to lead the department and one of the few women to lead a similar department in the country.

ENFORCEMENT

Alcohol Inspectors and Police work in partnership to conduct compliance checks, delivering both an administrative violation against the liquor licensee and a criminal citation to the individual seller/server for failed compliance.

A compliance check involves youth under the age of 21 who attempt to purchase alcohol at a licensed establishment with their own vertical ID.

\$35,000,000

FY 2022 Net Profit



From 2012 through 2022,
**Montgomery County Alcohol
Beverage Services contributed
about \$306 million to the County
General Fund.**

DISTRIBUTION

Montgomery County operates a central 240,000 square foot climate controlled warehouse. Keeping an array of options for customers with an average of 36,000 active items in inventory, ABS processes more than 168,000 wholesale orders and makes over 78,000 deliveries at no charge to licensed facilities annually. The warehouse delivers five days per week to over 1,000 privately owned licensees via a fleet of 37 trucks owned by Montgomery County. Licensees order products, track their accounts, and collaborate with sales representatives through iStore, a custom-built e-commerce system.

Does jurisdiction allow direct shipping of wine?



Montgomery County does not tax spirits, wine and beer. Taxes are collected by the state of Maryland.

OUTLETS AND GROCERY STORES

Alcohol licensed businesses are the first line of defense in reducing the availability of alcohol to youth under 21 years of age, and/or intoxicated individuals.

Montgomery County has control of spirits, beer and wine at wholesale and operates 27 retail spirits, beer and wine stores. An average of over 4,000 wines are stocked in each store with a wide selection of bourbons and single malt scotches. Retail stores prominently feature local products. Montgomery County releases highly allocated products in all its stores once per month and holds lotteries for the most rare products.

- Montgomery County does not have policies that regulate the density of off-premises outlets in a neighborhood/precinct/condensed area
- Servers must be 18 years old and older to sell or serve alcohol at an on or off-premises outlet
- Maryland state law prohibits the sale of beer and wine in supermarkets and chain stores.
- Sunday sales are allowed
- Keg registration is required
- For every 100,000 residents ages 21 and older, there are 3 spirits outlets
- Beverage service training is mandatory in the state. One employee must be on premises with state approved alcohol awareness training at all times.

MONTGOMERY COUNTY ALCOHOL BEVERAGE SERVICES IN ACTION:



ABS runs a public safety campaign titled "I Take It Personally." Aiming to reduce over service and drunk driving, messaging is placed on licensee tools. Additionally, ads were created for a social media campaign and placed on 30 ABS delivery trucks.

ABS offers free trainings including the Alcohol Law Education and Regulatory Training (ALERT) which is offered twice a month and geared towards Montgomery County servers, sellers, managers and owners on alcohol beverage regulatory compliance. In the First Year Intervention (FYI) program, an outreach inspector visits newly licensed establishments for on-site training and preparation for routine inspections. These programs help businesses get a successful start.

DEFINITIONS

Control systems -- jurisdictions that directly control the distribution and sale of beverage alcohol within their borders.

Three-tier system -- the method of alcohol distribution developed after Prohibition in the United States. Producers/manufacturers (first tier) can sell products only to wholesalers/distributors (second tier) who then sell to retailers (third tier).

Revenue Per Capita -- revenue per person.

Wet and dry counties -- Wet jurisdictions are those that permit the sale of spirits, wine, or beer for on-premise and off-premises consumption. Dry jurisdictions prohibit some or all alcohol sales, whether on- or off-premises.

Sources: 2018 Survey Database, Alcohol Beverages Revenues & Taxes 2020 Report (June 2022), Educational Awards Program Reports for 2014-2015, Montgomery County Alcohol Beverage Services, Alcohol Policy Information System (APIS), Census.gov

