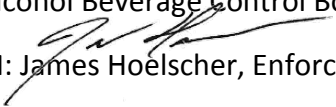




MEMORANDUM

TO: Alcohol Beverage Control Board

DATE: November 8, 2017

FROM:  James Hoelscher, Enforcement Supervisor

RE: Enforcement Report, Alcohol

AMCO Enforcement has been operating with limited personnel levels recently due to various circumstances, but has continued to maintain its status as a valuable resource for the industries, communities, and other agencies. We have been working to build relationships with other agencies with the goal to maximize our resources to effectively address various concerns regarding the alcohol and marijuana usage in our State.

The prevention of underage drinking, marijuana use, and the sale of alcohol and/or marijuana to minors requires the combined cooperation of industry members, various government agencies, communities, schools, families, and individuals. We have been reaching out to such groups to offer any assistance, information, or education to assist in curtailing violations of Alaska Statutes 04, 11.71, and 17.38.

Alcohol & Marijuana Stats 2017 (as of 10-27-17)

Investigations – 197 (16 Rural)
Alcohol Walk-throughs - 360
Alcohol Inspections – 477 (116 Rural)
Alcohol NOV's -57
Alcohol Advisory Notices – 28
Alcohol Permits reviewed - 754
Marijuana Walk-throughs - 160
Marijuana Inspections - 177
Marijuana NOV's - 44
Marijuana Advisory Notices - 23
Marijuana Background Conducted (MJ-18) - 73
Marijuana Handler Cards Issued - 1924
Enforcement Calls/Requests/General Enforcement Email – 7,065

AS 04.16.015(a)(6) & (b). Pricing and marketing of alcoholic beverages

“Beer Drinking Contest” with non-alcoholic beer – We have declined requests for beverage dispensaries wanting to hold and advertise “beer drinking contests” with non-alcoholic beer. The event I was informed about advertised “Beer drinking contest” with a disclaimer “non-alcoholic beer used for contest”. Generally these types of requests come up around the holidays and Fur Rondy. Along the same lines, we have had requests to allow games such as “beer pong/party pong” which utilize non-alcoholic beer or water. I am requesting the board clarify AS 04.16.015(a)(6) & (b) when a licensee advertises something that can be perceived as a violation of statute.