Notice of Violation

(3AAC 304.525)

This form, all information provided and responses are public documents per Alaska Public Records ACT AS 40.25

Date: 11/7/25

License #/Type: 1461 Package Store

Licensee: Liquor Stores USA North Inc.

Address: 3909 Arctic Blvd, Ste 500 Anchorage,AK 99503

DBA: Brown Jug Warehouse

AMCO Case #: 25-1727

This is a notice to you as licensee that an alleged violation has occurred. If the Alcoholic Beverage Control Board decides to act against your license, under the provisions of AS 44.62.330 - AS 44.62.630 (Administrative Procedures Act) you will receive an Accusation and Notice of your right to an Administrative Hearing.

Note: This is not an accusation or a criminal complaint.

On 10-30-25, AMCO received an anonymous complaint that Brown Jug was advertising its tastings to the public. A review of Brown Jug Alaska public Facebook page revealed that on 10-28-25, the following ad was posted which reads in part, "NEW WHISKEY ALERT! Want to be the first to try it and snag a bottle? Come hang out with CEO Sassan Mossanen and the Brown Jug Crew! Friday, Oct. 30, Brown Jug Anchorage Warehouse, 2-4 p.m. Come sip, chat and grab your new favorite Alaska Whiskey!".

Your attention is directed to AS 04.09.490: Package store sampling endorsement which reads in part, "(e) The holder of a package store sampling endorsement may not publicly advertise, including through printed news, radio, or television, sampling activities conducted under the endorsement. However, the holder of a package store sampling endorsement may notify existing customers of sampling activities, including by electronic means. A violation punishable by a $250.00 fine and/or further administrative actions.

Prior disciplinary history within the past 5 years:

None

You are directed to respond in writing to this Notice of Violation within 10 days of receipt to explain what action you have taken to prevent a re-occurrence of this violation. FAILURE TO RESPOND TO THIS NOTICE OF VIOLATION WITHIN 10 DAYS MAY RESULT IN YOUR APPEARANCE, EITHER IN PERSON OR TELEPHONICALLY, BEFORE THE ABC BOARD AT THEIR NEXT REGULARLY SCHEDULED BOARD MEETING.

***Please send your response to the address below and include your alcohol license number in your response.**

3 AAC 304.525 (B) provides that upon receipt of a Notice of Violation, a licensee may request to appear before the Director and be heard regarding the Notice of Violation. The request must be made within ten days after receipt of the Notice and the Director must grant an appearance within ten days after receipt of a request. A Licensee shall respond, either orally or in writing, to the Notice.

Alcohol & Marijuana Control Office
ATTN: Enforcement
550 W. 7th Ave, Suite 1600
Anchorage, Alaska 99501
amco.enforcement@alaska.gov

Issuing Investigator: J. Hamilton

Received by:

SIGNATURE: J.R. Hamilton

SIGNATURE:

Delivered VIA: Mail

Date:

updated 04/07/2025

Tracking #: 7021 0950 0001 6766 7021

Liquor Stores USA North Inc.

3909 Arctic Boulevard, Suite 500
Anchorage, Alaska 99503
Office: (907) 222-9500
Fax: (907) 222-9501

November 13th, 2025

Alcohol and Marijuana Control Office
Attn: Enforcement
550 W 7th Ave.
Suite 1600
Anchorage, Alaska 99501
amco.enforcement@alaska.gov

Re: Response to Notice of Violation---AMCO Case # 25-1727
License # 1461[1]

Sent via US mail and email to amco.enforcement@alaska.gov

Dear J. Hamilton,

We are writing to confirm receipt of Notice of Violation, AMCO Case #25-1727, on November 10, 2025. Liquor Stores USA North Inc. dba Brown Jug ("LSUN") acknowledges that its October 28, 2025 Facebook posting violated AS 04.09.490, which prohibits public advertising of in-store sampling events.

I would like to assure you that LSUN takes this Notice of Violation seriously and is committed to ensuring its operations comply with all relevant laws and regulations. After receipt of the Notice, we determined that the post failed to comply with our internal practices by not restricting advertising of in-store samplings to existing customers through an opt-in e-mail list and lacked the required review and approval from senior management prior to posting.

To prevent a re-occurrence of this violation, LSUN took the following corrective actions:

- Counseled the Digital Marketing Manager who posted the material without the appropriate review and approval from senior management;
- Drafted specific written policies on "Advertising Restrictions for In-Store Sampling Events" and "Approval Requirements for Social Media Posts Regarding Store Events;"
- Reviewed these policies with all staff involved in marketing and communications; and
- Strengthened our internal review and approval process to prevent any posts regarding store events from being published without proper authorization.

Please contact me at (907)888-2508 or via email at Bruce.Abbott@brownjugak.com if you need any additional information related to this matter. Thank you.

Sincerely,

Bruce Abbott, President
Liquor Stores USA North Inc.

[1] The violation refers to License # 1464; however, the correct license number is 1461.