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April 2024 news and updates for the licensee community from the Virginia Alcoholic Beverage Control Authority (ABC).

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Virginia Alcoholic Beverage Control Authority

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Dale Farino Named Virginia ABC CEO

Governor Glenn Youngkin announced on April 23 the appointment of Dale Farino as the new Chief Executive Officer of Virginia ABC, effective April 29.

Previously serving as the Vice Chair of the ABC Board, Farino brings a wealth of experience and a proven track record from his extensive career in the beverage industry, including significant roles at Breakthru Beverage Virginia, Tidewater Wholesalers, The Coca-Cola Bottling Company and his service as President of the Wine Wholesalers Association.

[Learn More about Dale Farino](#)



Don't Miss Summer Training Opportunities!

Register today for Virginia ABC's FREE licensee training! For your convenience, we offer three licensee responsibility courses — Managers' Alcohol Responsibility Training (MART), Responsible Alcohol Delivery Driver (RADD) and Responsible Sellers & Servers: Virginia's Program (RSVP) to assist businesses in shouldering their many responsibilities for maintaining a safe and regulated operation, which include preventing underage sales and consumption of alcoholic beverages.

Seller and server training classes will be offered at regional enforcement offices and ABC's Hanover headquarters in May, June and July. Follow the link below to schedule your training today.

[Sign Up for Training Opportunities](#)



One Pill Can Kill: Fentanyl in Virginia

This month, Virginia ABC is supporting Operation FREE Virginia, a statewide fentanyl operation.

Fake prescription pills containing lethal substances like fentanyl pose a significant threat to public health in Virginia. Officials from the Drug Enforcement Agency report a dramatic rise in the number of fake pills containing fentanyl.

To learn more and access helpful resources, visit the link below.

[Learn More About the Risks of Fentanyl](#)



Preventing Underage Sales Reminder

It is always a good time to refresh your knowledge on the resources Virginia ABC provides in helping prevent underage sales.

When selling alcohol or nicotine products, it should be staff's top priority to focus on the customer and make sure he or she is not underage.

Be sure to consult Virginia ABC's webpage below for more strategies on determining if a customer might be underage.

[Learn More](#)



Sign Up for the Spirited Virginia Newsletter

The Spirited Virginia e-newsletter is filled with information of interest to consumers and licensees who wish to stay informed about promotions, cocktail recipes and more.

Sign up today to get the latest information from Virginia ABC.

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Resources

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ZERO TOLERANCE POLICY FOR UNDERAGE SALES AND CONSUMPTION

Whether you are a new licensee or a seasoned establishment professional, we cannot stress enough your important role in the community. The selling and serving of alcoholic beverages is a business that is subject to higher legal and social accountability than almost any other industry. As a licensee, you are responsible for maintaining a safe, regulated business and shoulder many responsibilities, including preventing underage sales and consumption of alcoholic beverages. Virginia ABC has a strict "zero tolerance" policy for underage consumption and looks to you to aggressively avoid these sales. [Read more about avoiding underage sales](#)

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