



ALCOHOL BEVERAGE SERVICES

# AT A GLANCE

2023



**OAK BARREL & VINE**  
SPIRITS WINE BEER

MONTGOMERY COUNTY  
**LIQUOR WINE**

[WWW.MONTGOMERYCOUNTYMD.GOV/ABS](http://WWW.MONTGOMERYCOUNTYMD.GOV/ABS)



# OUR PROFILE - WHO WE ARE

Alcohol Beverage Services (ABS) is the alcohol wholesaler of beer, wine, and spirits for Montgomery County and operates 27 retail stores throughout the County. ABS also manages alcohol licensing, enforcement and education for more than 1,000 businesses. In addition to providing for health and safety, the department benefits all residents by transferring more than \$35 million in profits annually to pay down County debt and to support services that otherwise would be funded by County tax dollars.

With its commitment to the four C's that have helped it operate more like a business—culture, collaboration, communication, and customer service, ABS is laying a solid infrastructure to support innovation and growth over the coming years. It also contributes nearly 500 jobs to the local economy.

This year, ABS received the Best Enforcement Program award from trade magazine *StateWays* for its newly centralized loss prevention program that helps preserve profits that benefit County residents. It also earned a National Association of Counties Achievement Award for its customer engagement analysis that assesses evolving trends and needs in the local hospitality industry.



**2023 BEST PRACTICES AWARDS**

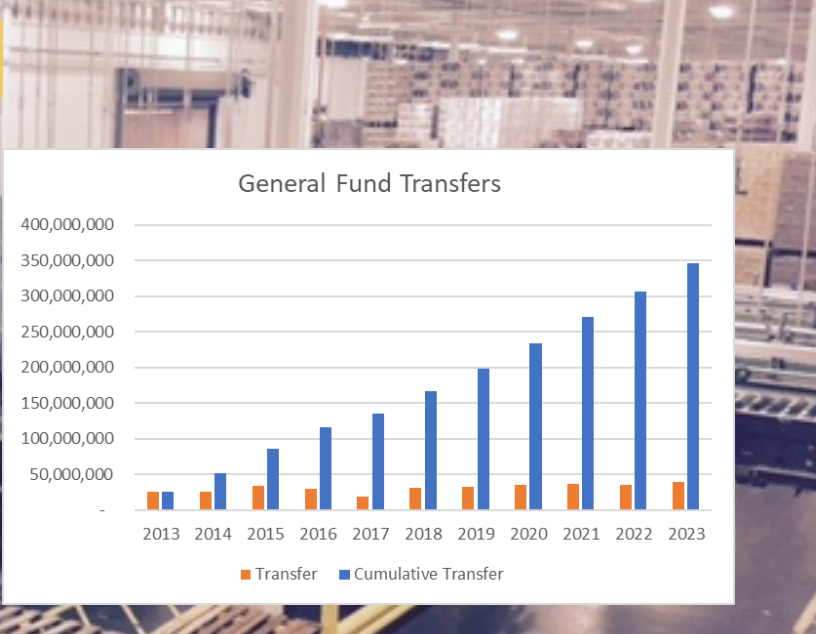
**Best Enforcement Program**  
**MONTGOMERY COUNTY ALCOHOL BEVERAGE SERVICES**

ABS has won Montgomery County Alcohol Beverage Services its commendable and respected law enforcement efforts into a comprehensive inventory control system that...  
With the addition of a manager and three field officers, ABS has strengthened the approach, revised new policies, implemented new fiscal systems and increased technology to provide law enforcement with enhanced enforcement, the National Alcohol Beverage Control Association and the employees have...  
Krystina Skibo

**LOSS PREVENTION**

Information technology teams to design, develop and implement a new suite of site and inventory management systems. Once the last...  
KLCPU has provided insight and experience to system development teams to support ABS's cash handling process, "see and shoot" printing and inventory management process and reporting...  
KLCPU is involved in the development of these systems and processes will continue to be essential in identifying and controlling vulnerabilities as they relate to site retention and inventory...  
There is a lot of work ahead for KLCPU but with its new central resources and expertise, the unit is poised to achieve its...  
In addition to the technology, the unit is also working to enhance its...  
KLCPU has also worked very closely with the retail operations and...

## GENERAL FUND TRANSFERS





# CUSTOMER & COMMUNITY FOCUS

- ◆ In 2018, ABS introduced a program to feature up-and-coming local manufacturers in its 26 retail stores. Starting small with only six businesses, the department sold just shy of \$70,000 worth of product in the first year. With this small but measurable success, ABS committed to increasing allotments to its stores and growing the local (LOC) program. In 2023, LOC features 35 local suppliers and posted \$1.85 million in sales.
- ◆ In partnership with UFCW Local 1994 MCGEO, ABS and its customers raised over \$65,000 to give moms and babies the best possible start through the March of Dimes Labor of Love campaign. An additional contribution from corporate partner Tito's Handmade Vodka brought the total to over \$75,000.
- ◆ Residents and license holders gained equitable and transparent access to highly allocated products through the department's HAL program. In addition to regular releases of HAL products on the first Saturday of each month, County residents, Maryland residents, and licensed retailers entered the annual lotteries for the most highly sought spirits. Resident winners could purchase one of the 1,172 rare bottles at the suggested retail price, and licensee winners could purchase the products for service at their restaurants. This year, ABS offered a bonus lottery for Montgomery County residents with an additional 550 bottles.
- ◆ In an effort to bring its customers unique products at attractive prices, ABS leveraged its direct import capacity to offer eight creative and cutting-edge wines from the Domaine de Galuval winery in the Rhône Valley of France. ABS serves as the exclusive distributor of these wines in the Mid-Atlantic region.
- ◆ Keeping an array of options for customers with over 33,000 active items in inventory, ABS processed more than 169,000 wholesale orders and made over 78,000 deliveries at no charge to licensed facilities while maintaining a fulfillment rate of 99.5%, far exceeding the industry standard.





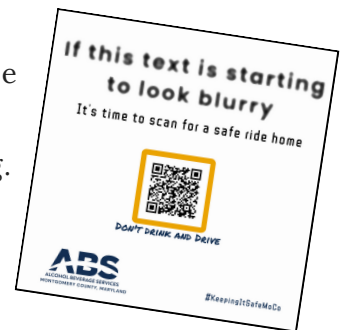
## NEW SPACES

- ◆ One-hundred-six new privately owned stores, restaurants and specialty venues got a license to sell or serve alcohol.
- ◆ ABS opened the second and third of its enhanced Oak Barrel & Vine retail stores at Montrose Crossing and Gaithersburg Square and began upgrades at its Westwood location. The new Oak Barrel & Vine brand is designed to reflect the community by showcasing local products and providing dynamic service in a safe and inviting environment.



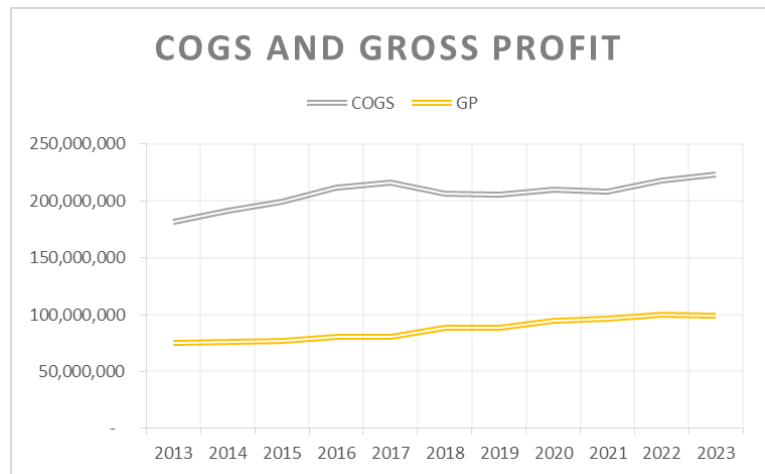
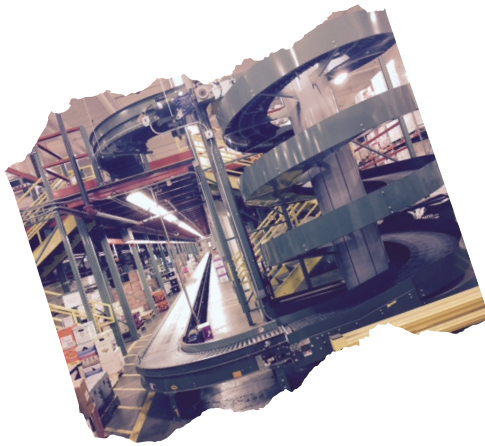
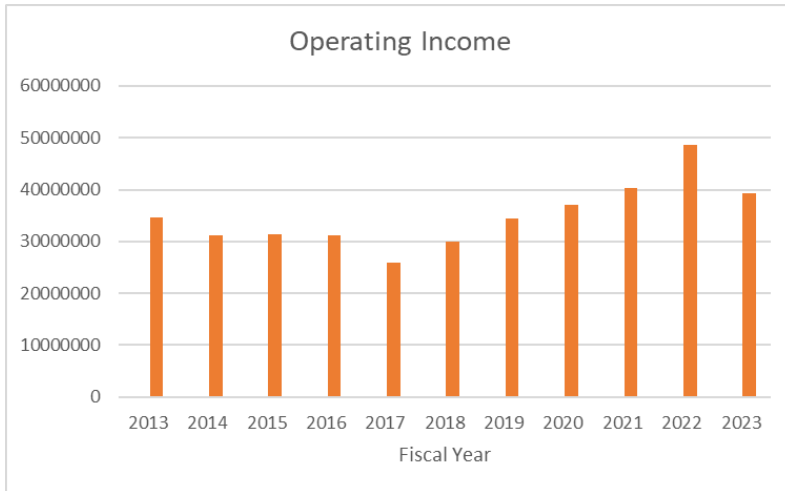
## HEALTH & SAFETY

- ◆ Teams from 21 public and private schools entered 50 videos in the annual “Keeping it Safe Coalition” student video contest. The 30-second public service announcements educate young people about the risks of under-21 alcohol use. Winning schools received cash prizes.
- ◆ Partnering with local businesses to curb alcohol-impaired driving during the holiday season, ABS distributed beverage coasters that feature a QR code directing patrons to an online list of ways to get home safely when drinking.
- ◆ Alcohol enforcement specialists trained nearly 1,300 license holders and their employees in the safe sale and service of alcohol through the department’s award-winning Alcohol Law Education Regulatory Training program. Ninety-eight newly licensed businesses received additional customized training on their premises through the First Year Intervention program.
- ◆ Using a national award, ABS placed public service advertisements on bus shelters and bus taillights to deter under-21 alcohol use and reduce adolescent access to alcohol.
- ◆ The department’s Green Team upgraded trash and recycling equipment, expanded electronics recycling, reused pallets and whiskey barrels, and organized a litter clean-up day, earning an award for outstanding efforts in waste reduction.







# THE NUMBERS



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