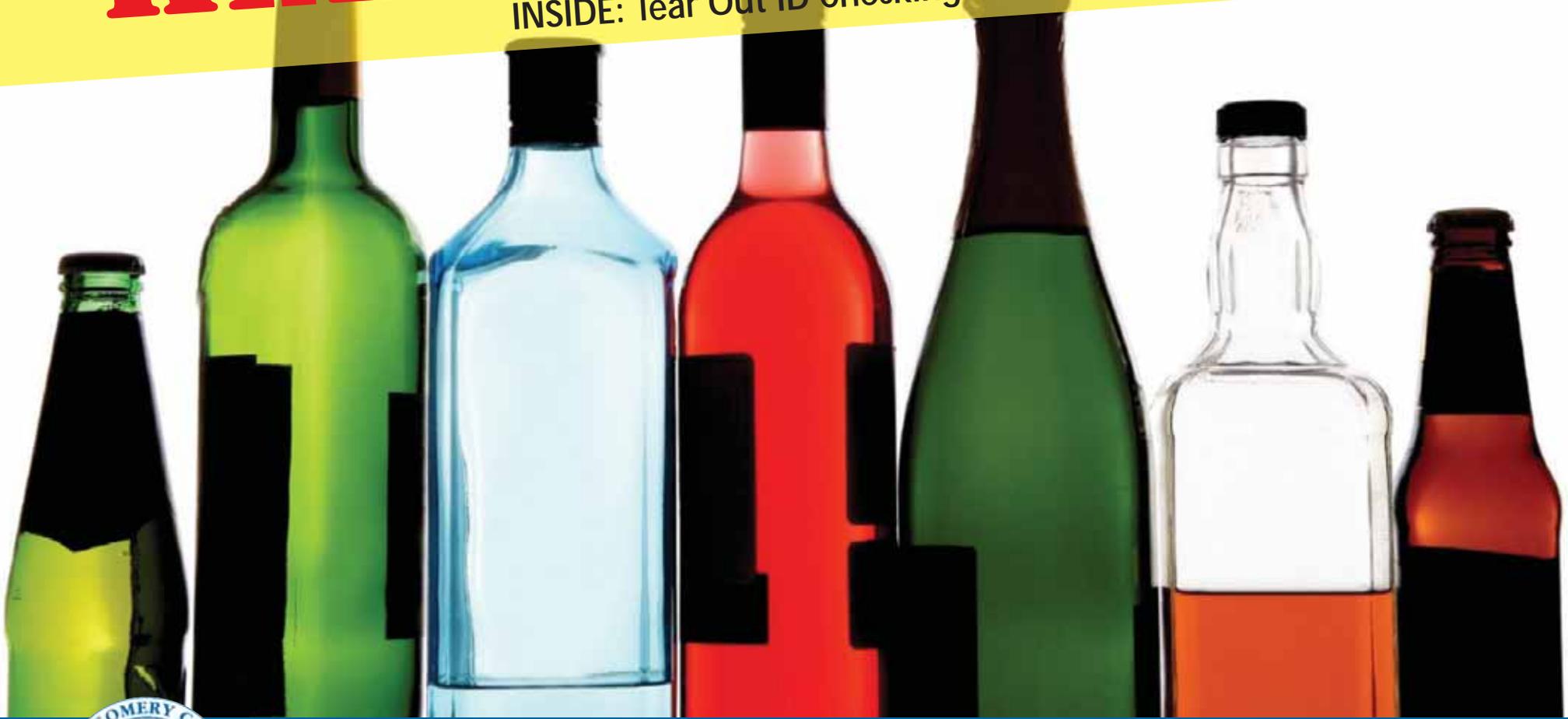


KEEPING IT SAFE

INSIDE: Tear Out ID Checking Guide



2016 Resource Calendar for Alcohol Retailers

Montgomery County Department of Liquor Control

If you weren't born on or before TODAY'S DATE in **1998** then you **CAN'T** buy **TOBACCO!**
You must be 18 to purchase tobacco products.



If you weren't born on or before TODAY'S DATE in **1995** then you **CAN'T** buy **ALCOHOL!**
You must be 21 to purchase alcohol.

A.L.E.R.T.

Alcohol Law Education and Regulatory Training

Montgomery County Department of
Liquor Control Licensure, Regulation and Education

Who should attend

ALERT is designed to educate Montgomery County servers, sellers, management and owners on alcohol beverage regulatory compliance. Learn how to develop responsible alcohol policies, review issues identified by enforcement agencies and have an opportunity to meet for networking among peers and county officials. ALERT is a FREE class offered twice a month. Licensees and staff are encouraged to sign up and frequently take this free training.

ALERT Seminar 10 AM - 1 PM

Second and fourth Monday of every month.

If a holiday falls on a Monday, ALERT class will be held Tuesday

201 Edison Park Drive, Gaithersburg, MD 20878

For more information on ALERT, please visit

www.montgomerycountymd.gov/DLCLRE/alerttraining.html

Call now for this free training!

Seating is limited.

Phone: (240)-777-1999

Fax: (240) 777-1991

Email: dlc@montgomerycountymd.gov

Maryland State Certified Alcoholic Awareness Training

Maryland Certified Alcoholic Awareness Requirement

- On and Off premise licensed businesses in Montgomery County are required by state law to have a certified person employed in a supervisory capacity present during the hours in which alcohol may be sold.
- Certification must be renewed every four years to remain current.
- Failure to have a certified representative may result in license renewal delays, as well as, fines, suspensions or even revocation of your retail alcohol beverage license.

To search for state certified Alcohol Awareness trainers, please visit <https://interactive.marylandtaxes.com/webapps/licprt/default.asp>.

ALERT is also offered in Spanish for FREE throughout the year.
For more information, call 240-777-1999.



JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBURARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29				1 New Year's Day County Offices Closed	2
3	4	5	6	7 Board of License Commissioner Hearing Scheduled	8	9
10	11 ALERT TRAINING 10 am - 1 pm	12	13	14	15	16
17	18	19	20	21 Board of License Commissioner Hearing Scheduled	22	23
24	25 ALERT TRAINING 10 am - 1 pm	26	27	28	29	30
31						

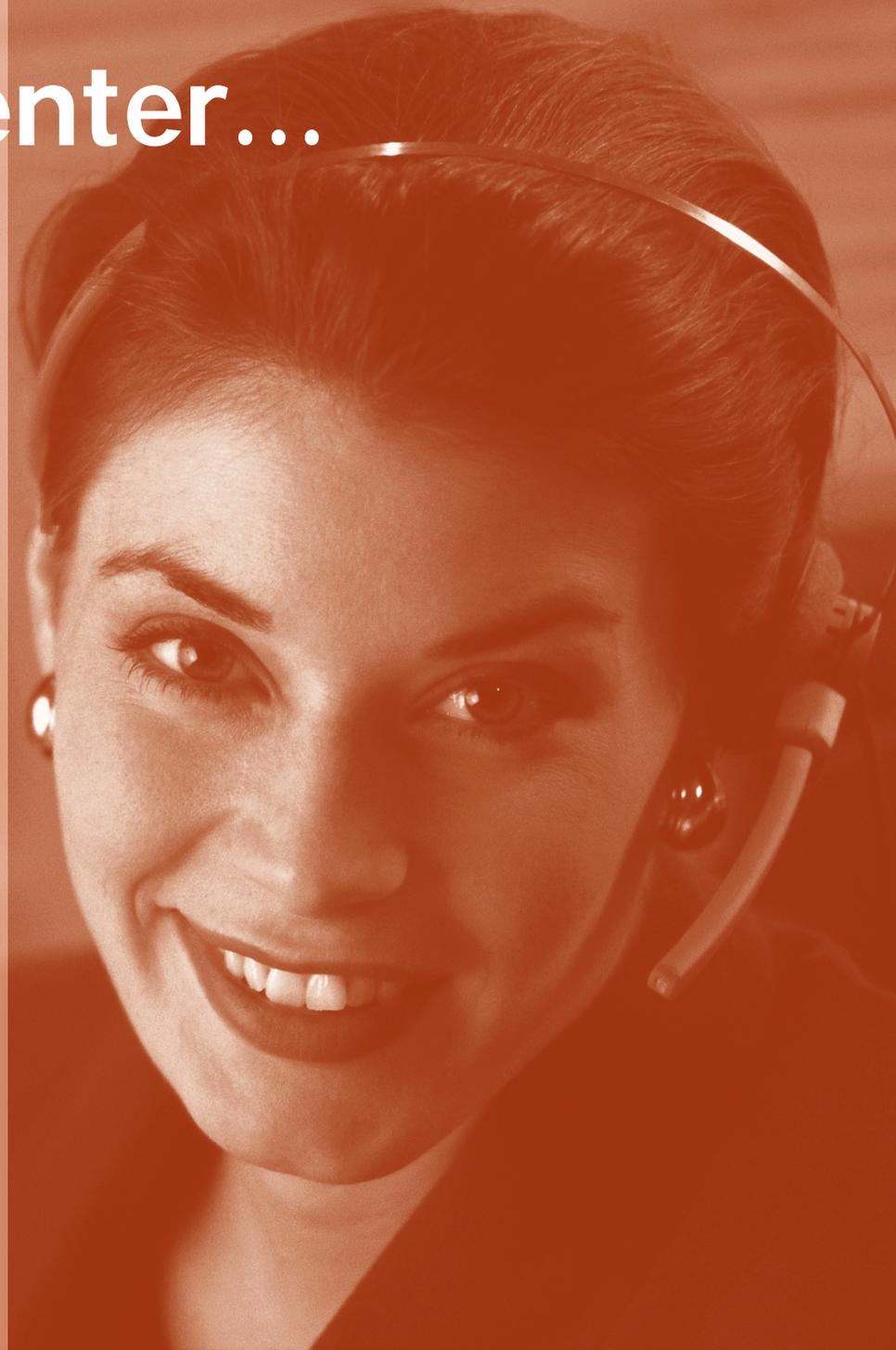
Communication Center... Here for you!

The Montgomery County Department of Liquor Control (DLC) has enhanced the DLC general information line!

- Answering inquiries on order status, product availability and licensing
- Connecting customers with DLC experts
- Proactive outreach on order status and product availability
- Measured responsiveness to customer inquiries

Call 240-777-1900

Communication Center staff is available 8:30 am to 4:30 pm,
Monday through Friday



MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 Board of License Commissioner Hearing Scheduled	4	5
6	7	8	9	10	11	12
13 Daylight Savings Time Begins	14 ALERT TRAINING 10 am – 1 pm	15	16	17 St. Patrick's Day Board of License Commissioner Hearing Scheduled	18	19
20	21	22	23	24	25	26
27 Easter	28 ALERT TRAINING 10 am – 1 pm	29	30	31 Last Day to Submit Alcohol Renewal Application	FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 APRIL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	

Outdoor Cafés

Outdoor Café Requirements

- Landlord Approval Required
- Contiguous to the licensed premises, enclosed in a clearly delineated area, and surrounded by a continuous barrier at least 36 inches high at its lowest point of ingress and egress; and neither on any public property nor on a public right-of-way, without the express written approval of the appropriate State, County or local governmental authority.
- On the same side of the street and extends no more than a combined total of fifty (50) feet beyond the width of the store front.
- The distance between the store front of the licensed premises and the closest point of the café area must be no more than 25 feet; and enclosed in a clearly delineated area, and surrounded by a continuous barrier at least 36 inches high at its lowest point with controlled point(s) of entrance and exit.
- Wait service must be available at Outdoor Café if not attached to building
- Outdoor Cafes do not have an additional charge.



For a list of all outdoor café requirements or to apply for an outdoor café at your establishment, please visit www.montgomerycountymd.gov/dlc or call the Licensing Office at 240-777-1999.

*April is Alcohol Awareness Month.

APRIL

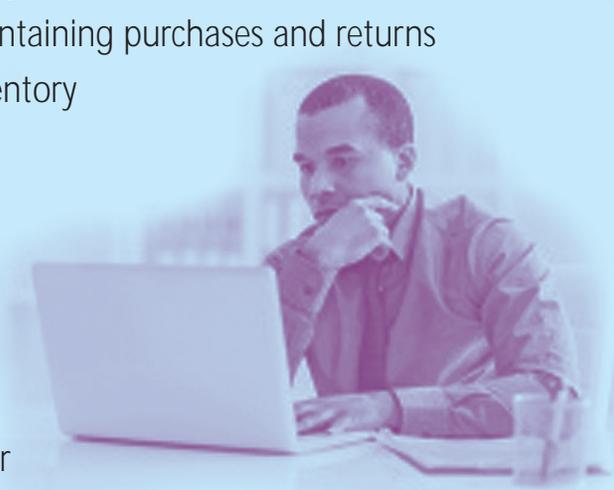
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				1	2
3	4	5	6	7	8	9
10	11 ALERT TRAINING 10 am – 1 pm	12	13	14 Board of License Commissioner Renewal Hearing	15	16
17	18	19	20 License Pickup Begins	21	22	23
24	25 ALERT TRAINING 10 am – 1 pm	26	27	28	29	30 Last Day to Pick Up Your License

Set up an account to place product orders online through iStore!

Businesses can place product orders from anywhere, anytime.

Benefits of iStore:

- Receive email reports on Mondays detailing any open or outstanding orders
- Monthly reports containing purchases and returns
- Check product inventory
- Cancel orders
- Track invoices
- Track payments
- Track returns
- & much more



Call 240-777-1900 or
E-Mail DLC.iStoreHelp@montgomerycountymd.gov
to set up an account to access the iStore Licensee Portal

Placing your order through the DLC's iStore enables you to submit an order as late as 5:30 am one business day before your scheduled delivery day.

If you submit your order via phone, fax or email, your order must be received by 4:30 pm two business days before your scheduled delivery day.

You may purchase alcohol from Montgomery County Department of Liquor Control in several ways:

- iStore, visit www.montgomerycountymd.gov/dlc, Click on Licensees, then iStore from the left toolbar
- Call the Order Section at 240-777-1901 between 8:00 am and 4:30 pm Monday - Friday
- Fax the Order Section, dialing 240-777-1909, between 8:00 am and 4:30 pm to be processed that day.
- E-Mail you order to DLC.ordersection@montgomerycountymd.gov, between 8:00 am and 4:30 pm to be processed that day.

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New License Must be Posted	2	3	4	5 Board of License Commissioner Hearing Scheduled	6	7
8 Mother's Day	9 ALERT TRAINING 10 am – 1 pm	10	11	12	13	14
15	16	17	18	19 Board of License Commissioner Hearing Scheduled	20	21
22	23 ALERT TRAINING 10 am – 1 pm	24	25	26	27	28
29	30 Memorial Day County Offices Closed	31	JUNE		APRIL	
				1 2 3 4	1 2	
				5 6 7 8 9 10 11	3 4 5 6 7 8 9	
				12 13 14 15 16 17 18	10 11 12 13 14 15 16	
				19 20 21 22 23 24 25	17 18 19 20 21 22 23	
				26 27 28 29 30	24 25 26 27 28 29 30	

Self-Distribution

DID YOU KNOW?

The State of Maryland allows small Breweries and Wineries to Self-Distribute wine and/or beer in Montgomery County and throughout the State of Maryland.

The manufacturer must be licensed to Self-Distribute by the State of Maryland Comptroller's Office. Businesses can buy product directly from these manufacturers.



Denizens Brewery



Seven Locks Brewery

Wine

HB 614 (Chapter 80 Acts of 2007) Authorizes the holder of a Class 6 Limited Wine Wholesale License (held by a Class 4 Winery) and out of state wineries that hold a Non-Resident Winery Permit to sell and deliver wine to licensed retailers in Montgomery County. Effective 4/10/07

PURCHASING: State law allows licensed establishments to purchase wine directly from an in-state Maryland winery that holds a class 6 limited wine wholesale license and out of state wineries that hold a non-resident winery permit to sell wine directly to a licensed Montgomery County retailer.

Microbrews

HB 132 (SB-305) Authorizes the holder of a Class 7 Limited Beer Wholesaler's License or a Non-resident Brewery Permit to sell or deliver its own beer to a county liquor dispensary, or any retailer in Montgomery County. This authority now applies Statewide. Both a licensed Class 7 Micro-brewery and a licensed Class 5 Brewery who produces less than 22,500 barrels of beer annually qualifies for the Class 7 Limited Beer Wholesale License. New legislation effective 7/1/14.

PURCHASING: State law allows licensed establishments to purchase microbrews directly from an in-state brewer who holds the proper Class 7 limited beer wholesale license; in addition, an out of state brewer who holds a non-resident brewery permit may sell beer directly to a licensed Montgomery County retailer.

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Board of License Commissioner Hearing Scheduled	3	4
5	6	7	8	9	10	11
12	13 ALERT TRAINING 10 am – 1 pm	14	15	16 Board of License Commissioner Hearing Scheduled	17	18
19 Father's Day	20	21	22	23	24	25
26	27 ALERT TRAINING 10 am – 1 pm	28	29	30	MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

TOP FIVE

1

Sale/Service of alcohol to patrons under 21.

2

After Hours. No alcoholic beverages may be sold, dispensed, consumed on premise after the hours posted on the license.

3

Alcohol Awareness Training. A certified person must be on the licensed premise at all times open to the public.

4

No Food Availability. Food must be served at all times alcohol is available.

5

Unapproved Source/Storage. No establishment shall sell, store, or keep any alcoholic beverages on the licensed premises except those purchased from DLC or self-distributing breweries or wineries. Keep all receipts for two years.



Administrative Alcohol Violations

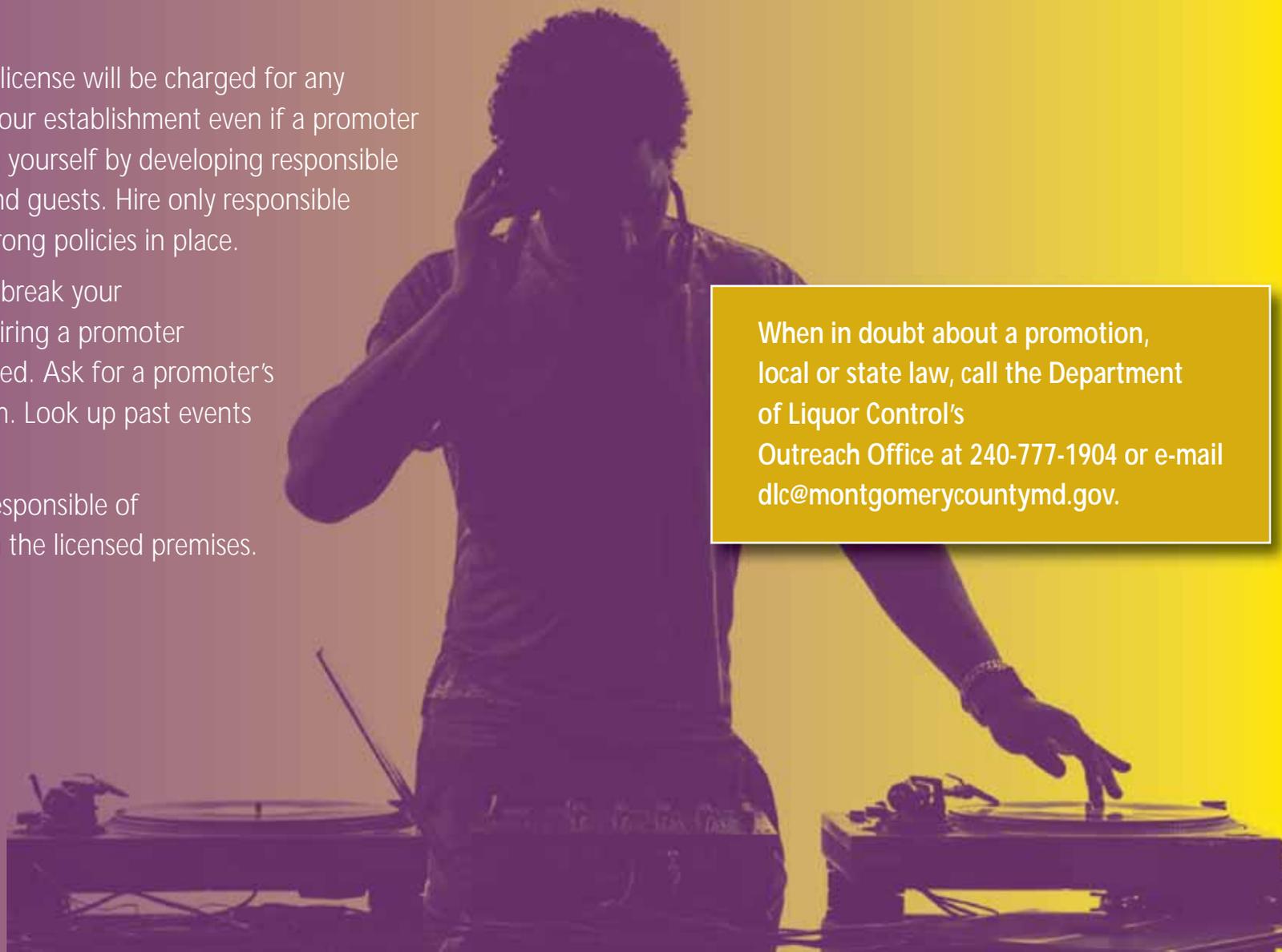
JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JUNE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	AUGUST 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				1	2
3	4 Independence Day County Offices Closed	5	6	7 Board of License Commissioner Hearing Scheduled	8	9
10	11 ALERT TRAINING 10am - 1pm	12	13	14	15	16
17	18	19	20	21 Board of License Commissioner Hearing Scheduled	22	23
24 31	25 ALERT TRAINING 10am - 1pm	26	27	28	29	30

Promoter Guidelines

- Keep in mind that your license will be charged for any offenses that occur at your establishment even if a promoter is put in charge. Protect yourself by developing responsible policies for your staff and guests. Hire only responsible promoters who have strong policies in place.
- Promoters can make or break your establishment. Before hiring a promoter consider the risks involved. Ask for a promoter's references and call them. Look up past events on social media.
- Licensees will be held responsible of anything that occurs on the licensed premises.

When in doubt about a promotion, local or state law, call the Department of Liquor Control's Outreach Office at 240-777-1904 or e-mail dlc@montgomerycountymd.gov.



AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 Board of License Commissioner Hearing Scheduled	5	6
7	8 ALERT TRAINING 10 am – 1 pm	9	10	11	12	13
14	15	16	17	18 Board of License Commissioner Hearing Scheduled	19	20
21	22 ALERT TRAINING 10 am – 1 pm	23	24	25	26	27
28	29	30	31	SEPTEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30		JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Sales to Intoxicated Individuals



IT IS ILLEGAL

to sell alcohol to intoxicated individual and individuals known to be "habitual drinkers"

Responsible Policies:

- Refuse service to those who are intoxicated
- Avoid promotions that encourage over consumption
- Have a written policy listing step by step instructions on what a server should do if a patron becomes intoxicated
- Train staff
- Encourage food sales and nonalcoholic drinks. Place a glass of water down, without asking, to accompany the first alcoholic drink
- Publicize alcohol policies in visible locations
- Do not allow staff to consume alcohol while working

Free training and point of sale materials are available through the DLC Community Outreach Office. Contact us at 240-777-1999
dlc@montgomerycountymd.gov
 or visit www.montgomerycountymd.gov/dlc

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AUGUST 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	OCTOBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31			1 Board of License Commissioner Hearing Scheduled	2	3
4	5 Labor Day County Offices Closed	6	7	8	9	10
11	12 ALERT TRAINING 10 am – 1 pm	13	14	15 Board of License Commissioner Hearing Scheduled	16	17
18	19	20	21	22	23	24
25	26 ALERT TRAINING 10 am – 1 pm	27	28	29	30	



"Like us" on Facebook

www.facebook.com/montgomerycountydepartmentofliquorcontrol



Visit us on the web

www.montgomerycountymd.gov/dlc

For more information and free resources.



"Follow us" on Twitter

www.twitter.com/MoCoDLC

Get the latest information on upcoming trainings, new laws & regulations, newsletters, prevention information, DLC closings, and more!

#MoCoDLC

Stay Connected with the Department of Liquor Control through Social Media!

To request information on hosting under 21 alcohol free event or to report an upcoming under 21 alcohol party, event, or provider. Call SAFELINE, 301-670-SAFE (7233)

To report a party in progress, call the non-emergency police line at 301-289-8000. If the party becomes dangerous or life threatening call 911.

For more information about SAFELINE please visit www.montgomerycountymd.gov/dlcre/Community/Home.html

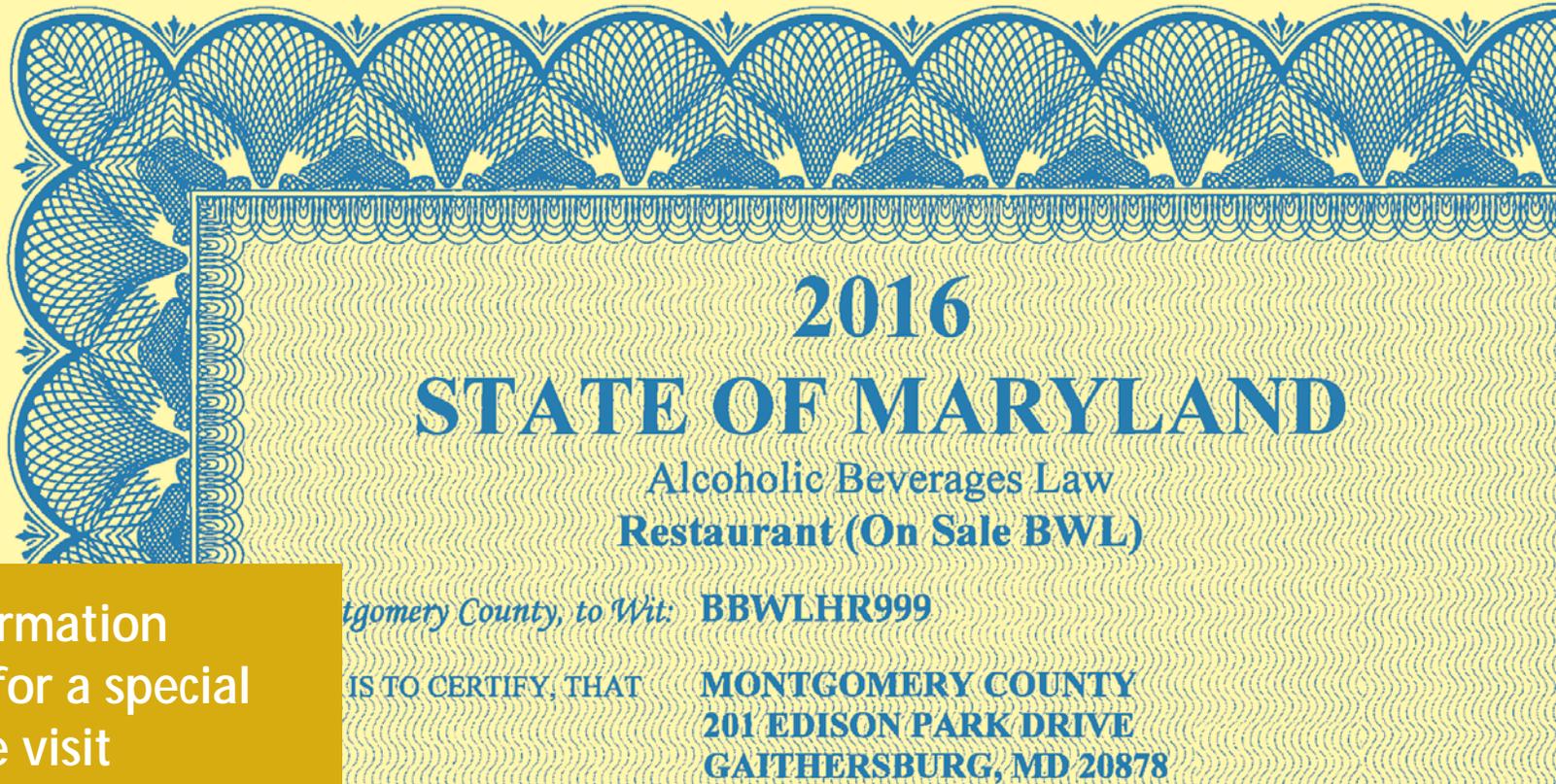
OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPTEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	NOVEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30					1
2	3	4	5	6 Board of License Commissioner Hearing Scheduled	7	8
9	10 ALERT TRAINING 10am - 1 pm	11	12	13	14	15
16	17	18	19	20 Board of License Commissioner Hearing Scheduled	21	22
23	24 ALERT TRAINING 10am - 1 pm	25	26	27	28	29
30	31					

What can your license do for you?

Your Alcoholic License has all answers to alcohol related questions you may have, such as

- Hours of Alcohol Sales
- Catering Privilege
- Beer and Wine Sampling
- Wine Corkage
- Growler Privilege
- Outdoor Cafe



For more information and to apply for a special permit, please visit

www.montgomerycountymd.gov/DLCLRE/Licensure/applicationsexisting.html

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 Board of License Commissioner Hearing Scheduled	4	5
6 Return to Standard Time Set clocks back one hour	7	8	9	10	11 Veterans Day County Offices Closed	12
13	14 ALERT TRAINING 10 am – 1 pm	15	16	17 Board of License Commissioner Hearing Scheduled	18	19
20	21	22	23	24 Thanksgiving Day County Offices Closed	25	26
27	28 ALERT TRAINING 10 am – 1 pm	29	30	OCTOBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31		DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Keep yourself and your community safe! Find a safe ride home!

DON'T DRINK & DRIVE

Metro

Visit www.metroopensdoors.com to find a maps, fare information and train/bus schedules.

Ride On Bus

Instructions for Real Time Bus Arrival Info from your Cell Phone

- Open your phone's web browser to <http://RideOnRealtime.com>
- Highlight "Realtime Schedule" and hit GO
- Enter your 5-digit bus stop number and hit GO
- Ride-OnTIME will display the bus stop location and the estimated arrival times for the next five buses.

BeMyDD

- "We drive your car, so you don't have to"
- Three services offered: (1) Personal Driver Service where a driver arrives at a customer's home and chauffeurs them in the customers vehicle anywhere they want to go, waits in the car, and takes them back home (\$16 per hour), (2) Pick up service, if someone has already driven somewhere, two drivers come to take them AND their car home (\$25 car pick up + mileage), and (3) Peace of Mind Plan, which is designed for events where teams of drivers are on-site.
- Visit www.bemydd.com/moco

Taxi

Contact your local taxi cab for a safe ride home.

Action Taxi - 301-840-1000
 Barwood Taxi - 301-984-1900
 Orange Taxi - 301-912-0000
 Regency Cab - 301-990-9000
 Sun Cab - 301-252-0575

SoberRide®

Operates during the December/January holiday season, St. Patrick's Day, Cinco de Mayo, Independence Day, and Halloween. To receive a free cab ride home (up to \$30.00 fare), patrons over 21 can call 800-200-8294 (TAXI).



DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JANUARY 2017 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31			1 Board of License Commissioner Hearing Scheduled	2	3
4	5	6	7	8	9	10
11	12 ALERT TRAINING 10 am – 1 pm	13	14	15 Board of License Commissioner Hearing Scheduled	16	17
18	19	20	21	22	23	24
25 Christmas Day County Offices Closed	26 ALERT TRAINING 10 am – 1 pm	27	28	29	30	31

MONTGOMERY COUNTY LIQUOR STORES

BURTONSVILLE – 240-773-2007
15620 Columbia Pike

CABIN JOHN – 240-773-2005
11301 Seven Locks Road

CHEVY CHASE – 240-773-2009
11 Wisconsin Circle

CLARKSBURG VILLAGE – 240-773-2011
12051 Chestnut Branch Way

CLOVERLY – 240-773-2010
15517 New Hampshire Ave

DARNESTOWN – 240-773-2028
12155 Darnestown Rd.

FALLS GROVE – 240-773-2018
14397E Shady Grove Rd.

FLOWER – 240-773-2056
8706-B Flower Ave

GOSHEN – 240-773-2017
20004 Goshen Road

HAMPDEN LANE (Bethesda) – 240-773-2006
4920 Hampden Lane – 6-2006

KENSINGTON – 240-773-2013
3733 University Blvd.

KINGSVIEW – 240-773-2014
18323 Leaman Farm Rd., F-1

LEISURE WORLD – 240-773-2015
3824-26 International Drive

MILESTONE – 240-773-2016
20946 Frederick Rd., Unit D-1

MONTROSE – 240-773-2003
12015 – B Rockville Pike

MUDDY BRANCH – 240-773-2057
866 Muddy Branch Road

OLNEY – 240-773-2019
17825 Georgia Avenue

PIKE – 240-773-2055
832-836 Rockville Pike

POTOMAC – 240-773-2020
10132 River Road

SENECA MEADOWS – 240-773-2022
20650 Seneca Meadows Parkway

SILVER SPRING – 240-773-2021
8715 Colesville Road

WALNUT HILL – 240-773-2004
16535 S. Frederick Rd.

WESTWOOD – 240-773-2024
5432 Westbard Avenue

WHEATON – 240-773-2025
11407 Georgia Avenue

WHITE OAK – 240-773-2026
11239 New Hampshire Avenue



Communication Center - Questions or Issues
240-777-1900

iStore Help

DLCiStoreHelp@MontgomeryCountyMD.gov
Phone: 240-777-1961

Order Section

DLCOrderSection@MontgomeryCountyMD.gov
Phone: 240-777-1901 Fax: 240-777-1909

Cashier Section

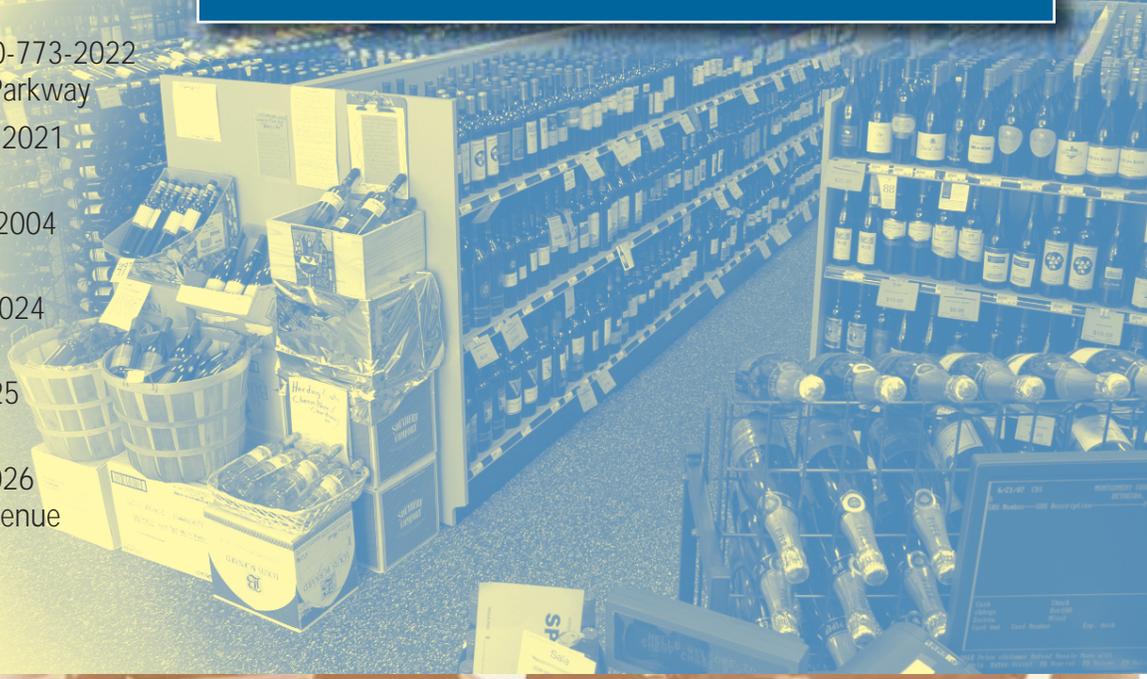
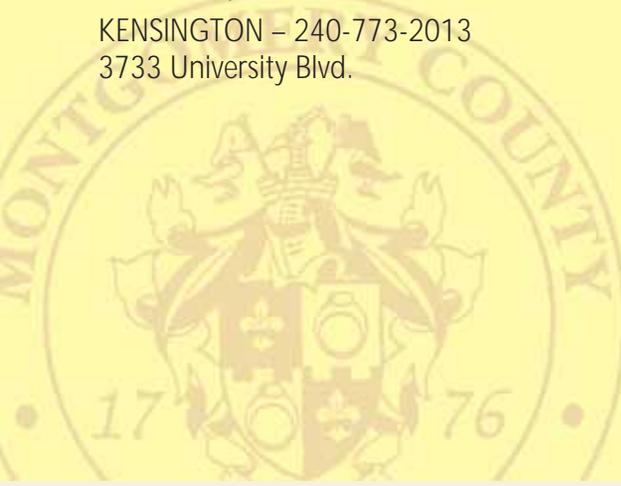
DLC.CSH@MontgomeryCountyMD.gov
Phone: 240-777-1972

Licensure, Regulation and Education (LRE)

DLC@MontgomeryCountyMD.gov
Phone: 240-777-1999 Fax: 240-777-1991

Buyer Assistance for New Products

DLCSPOrders@MontgomeryCountyMD.gov



Responsible Practices

- ✓ **ALWAYS** ask for an ID
- ✓ **NEVER** accept an expired ID card
- ✓ **READ AND LOOK** at the photo on the ID
- ✓ **VERTICAL** IDs are issued to minors under 21
- ✓ **A VERTICAL ID should be a RED FLAG!** Stop, re-look and ask questions
- ✓ **ACCEPTABLE** forms of ID:
 - State Issued Drivers License
 - State Issued MVA ID card
 - Military ID
 - Passport
 - Immigration Card