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Montgomery County Department of Liquor Control (DLC) Launches High End Product Lottery

The Montgomery County Department of Liquor Control (DLC) is known as a national award winner when it comes to public safety and regulatory efforts that have a positive impact on the community. Another way the DLC works for residents is by offering exclusive access to rare, hard-to-get, high-end products.

This week the DLC launched a bourbon lottery for Buffalo Trace Antique Collection (BTAC). For more information about the BTAC lottery and to enter, visit the DLC lottery entry page [here](#).

The DLC evaluates demand and product availability when making decisions about whether to open lottery access to residents outside the County. While many products, such as the Pappy Van Winkle lottery that ran in December, are reserved for Montgomery County residents, some lotteries are open to residents outside the County limits.

As a control jurisdiction, the DLC receives highly coveted allocations of some of the world's most exclusive alcohol products. Alcohol manufacturers reserve highly coveted allocated items for alcohol control models because they know the products will be sold at a fair price, allowing for consumer access. In areas with a private model, those same high-end allocated products go to the highest bidder, leaving residents with reduced access due to skyrocketing prices. Sazerac, for instance, is a top five, global alcohol manufacturer of distilled spirits with more than 350 brands including Pappy Van Winkle, Buffalo Trace and Blanton's.

"While we have products at every price tier, we are supportive of control jurisdictions, such as Montgomery County, as customers for our high-end allocated products. Control state systems work hard to provide fair customer access at fair consumer prices," said Tim Wilson, Sazerac division manager – east control states.

While the revenue from alcohol sales goes to the County's general fund, it is also beneficial from a public safety standpoint to have residents to spend money on fewer, high quality products versus large quantities of lower end products that may encourage consumption levels.

Costs from alcohol misuse are high. The most recent data from the CDC states that annual excessive drinking costs have reached nearly \$5 billion in Maryland. Breaking down to \$860 per capita and \$2.22 for every drink. See the map available [here](#).

"One of the best kept secrets and greatest health prevention successes in Montgomery County is attributed to the 'control jurisdiction' system in which the county operates. There are a lot of environmental strategies built into our current alcohol model, and some serious benefits to being seen nationally as a competitive marketplace, said Robert Dorfman, director of the DLC. "The DLC works to ensure the safety and welfare of its residents and does a great job in gathering allocations of coveted products many neighboring jurisdictions don't have access to. All of this contributes to making Montgomery County an excellent place to live."

To register for DLC lottery updates, add your email address [here](#).

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