



News Release

Promoting
Responsible
Alcohol
Sales and
Service

9079 SE McLoughlin Blvd. - Portland, Oregon 97222-7355
www.olcc.state.or.us

For immediate release
Wednesday, August 6, 2008

For more information:
Christie Scott, 503-872-5002
Jennifer Huntsman, 503-872-5004
Toll Free: 1-800-452-6522

OLCC holds public hearing on allowing additional items to be sold in liquor stores Proposal includes Oregon university/college logo items

PORTLAND, ORE – The Oregon Liquor Control Commission is holding a public hearing Friday, Aug. 22 at 10:00 a.m. in room 103A in the commission's Milwaukie office for members of the public to provide testimony regarding the proposed amendments to allow Oregon university/college logo giftware and apparel sales in exclusive liquor stores (OAR 845-015-0143).

The proposed rule change came as a recommendation from the Agent Compensation Task Force, subsequent survey and work group discussions to add an additional item to the approved list of items that can be sold in exclusive retail liquor stores. In addition to OLCC employees, stakeholders that contributed to the recommendation include retail liquor store agents, liquor licensees and industry representatives.

"Oregonians have a strong sense of pride in our collegiate activities," said Jim MacAlistaire, Director of Retail Services. "The task force sees this as an effort to tie-in to the community as well as expanding the scope of items that can be sold in liquor stores. You still have to be 21 or accompanied by a parent, guardian or spouse who is 21 or over to enter a liquor store in Oregon."

Public comment on the related items rule amendments can be sent by email to Jennifer.huntsman@state.or.us. Comments can also be mailed to: Jennifer Huntsman, Rules Coordinator, 9079 SE McLoughlin Blvd., Portland, OR 97222 or faxed to (503) 872-5110. Written comments must be received by 5:00 p.m. Friday, Sept. 5.

##