



Alcoholic Beverage Control

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PRESS RELEASE

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NC ABC SYSTEM KICKS OFF 90th ANNIVERSARY CELEBRATION

RALEIGH – This Thursday, local and statewide representatives from North Carolina's ABC system kicked off its 90th anniversary celebration in Wilson, the community where the first ABC sale took place. Throughout the coming year, the North Carolina Alcoholic Beverage Control (ABC) system will be celebrating **90 Years of Spirited Service!** As both the first southern state to enact prohibition and the home to some of the nation's most legendary bootleggers and moonshiners, North Carolina has a rich and unique story to tell.

Since the first sale at an ABC store in Wilson back on July 2, 1935, North Carolina's ABC system has grown to record-setting sales of nearly \$2 billion. Along the way, this self-funded system has continued to adapt to meet the demands of North Carolinians and the changing marketplace.

"The ABC Commission is proud to partner with local ABC Boards, suppliers, brokers, law enforcement, and all the other business partners that contribute to our ABC system," said Hank Bauer, Chairman of the North Carolina ABC Commission. "This great system supports many worthy causes and groups throughout the state. Enhancing public safety, through regulation, permitting, education, and the responsible sale and consumption of alcohol remains our mission."

With record-setting sales come record-setting distributions back to local communities, large and small, across our state. Last year, the ABC system distributed over \$163 million to local alcohol law enforcement, prevention, treatment, recovery programs, as well as other impactful public service projects sponsored by local ABC Boards.

"This is a self-funded system that provides benefits for all North Carolinians, even if they don't drink alcohol," said Larry Etheridge, General Manager for the Wilson County ABC Board. The Wilson County ABC Board has distributed over \$3.8 million locally in the last five years alone. "Whether for county or city services, alcohol and substance misuse education, treatment, and prevention, or local law enforcement, much of the revenue we generate stays right here in Wilson County."

Attendees also heard from ABC Commission Deputy Commissioner Mike DeSilva and Education Community Outreach Director Stacy Grier about the educational programs and other services that ABC provides statewide. Additionally, Earl Reaves, Executive Director of Flynn Christian Fellowship Home, and Ashlie Smith with the Wilson County Substance Prevention Coalition, shared their perspectives on the opportunities that funding from

North Carolina's ABC system provides to them and their organizations in Wilson County.

More information about how every bottle purchased gives back to the community can be found on the [ABC Commission's website](#).

Over the coming year, the Commission and local ABC Boards will continue to commemorate significant milestones and influential people in our state's vibrant alcohol history. Please join the NC ABC team in celebrating 90 years of spirited service!

ABOUT THE NC ABC COMMISSION

North Carolina is one of 17 states to regulate alcohol through a control system. The North Carolina Alcoholic Beverage Control Commission provides regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state of North Carolina. <http://abc.nc.gov>.

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