

# Title 4 Review: Senate Bill 9

**Senate Bill 9** makes important, common-sense improvements to Alaska's alcohol laws, gives flexibility for the alcohol industry as it recovers after 2 difficult years, and protects the health and safety of Alaskans.

Endorsed by:



## A CRITICAL STEP TOWARD A THRIVING INDUSTRY AND SAFE, HEALTHY ALASKA

**GOAL: Promote a fair business climate while protecting public health and safety.**

- Create rational regulation for all tiers of the alcohol industry.
- Limit youth access to alcohol.
- Promote responsible alcohol use and reduce the harms of overconsumption.
- Implement change without negatively impacting existing, responsible operators.

### KEY UPDATES IN SB 9

- Improves the licensing system, a compromise across the alcohol industry: keeps the important parts of the 3-tier model in place while allowing for innovative business models.
- Increases resources for the ABC Board, AMCO and local communities for better administration, consistent education and enforcement.
- Best-practice health policies: regulate Internet alcohol sales, hold licensees accountable, and strategies to prevent underage drinking.
- Promotes responsible service of alcohol at licensed establishments and special events.

### WHAT IS TITLE 4?

AS 04 regulates "the manufacture, barter, possession, and sale of alcoholic beverages in the state" (AS 04.06.090).

The Alcoholic Beverage Control (ABC) Board, Alcohol and Marijuana Control Office (AMCO), law enforcement, and communities enforce these laws.

**GOAL: Make Title 4 clear, consistent laws for the ABC Board, licensees and law enforcement.**

- Increase swiftness, proportionality and consistency of penalties.
- Increase local Title 4 law enforcement.
- Increase licensee accountability before the ABC Board for Title 4 violations.

### MORE ALASKA BUSINESS OPPORTUNITIES

- Removes restrictions in existing law that prohibit flexible, creative hospitality business models: allows license stacking, expanded premises, and product sampling.
- Levels the playing field for Alaska businesses: protects small operators, prohibits unfair trade practices and keeps large players from dominating the license and product market.
- Fairly regulates alcohol purchases shipped directly to customers through online sales.
- Supports innovation to help the hospitality industry, and the state's economy, thrive.

### STAKEHOLDER-DRIVEN PROCESS

Stakeholders from the alcohol industry, public health, local governments, law enforcement and public safety, and community advocates have worked together to build consensus about needed changes and craft common-sense recommendations to make Title 4 work better for everyone.

#### About Senate Bill 9:

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#### About Title 4, the ABC Board and AMCO:

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