Second Quarter 2021

ILCC News

Newsletter of the Illinois Liquor Control Commission

Welcome Executive Director

Lisa McLeod Gardner is excited to serve as the Executive Director of the Illinois Liquor Control Commission (ILCC). She joins the ILCC following an over 10-year career as a legal professional and brings a wealth of expertise and experience to the role. Prior to joining the team, Lisa was the Managing Attorney of McLeod Law Group, a client- focused boutique law firm. She also is a former Hearing Officer and Administrative Law Judge for the City of Chicago Department of Business Affairs where she oversaw a large number of Liquor License matters. Director McLeod also served as a Professor of Law at MacCormac College and as a Supervising Attorney at The John Marshall Law School Domestic Violence Clinical Advocacy Program (DVCAP). Director McLeod Gardner received her Juris Doctorate from Loyola University Chicago where she focused her studies on child and family law, as well as trial advocacy, earning certificates in both. She attributes her excellent and effective communication skills to her undergraduate studies at Southern Illinois University - Carbondale where she received a Bachelor of Arts in Communications, with a concentration in Media Marketing, and a minor in Marketing. Lisa is lifelong resident of the Chicagoland area, and resides there with her husband, children and a Maltese. She is also an active member of the Alpha Kappa Alpha Sorority, Incorporated, and enjoys volunteering and serving the community.

Now that we are in Phase 5, the final phase of the Restore Illinois plan, ILCC meetings will take place in person. The ILCC is reopening to the public on August 2nd. Please visit us at our new location at the Daley Center on the 2nd Floor.

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Illinois Liquor Control Commission

Extension of License Renewal Dates

Liquor licenses expire on the last day of each month. Provided there are no further business interruptions, restrictions or regional mitigations, the Illinois Liquor Control Commission will not grant any further license renewal extensions beyond this amendment. Renewal dates of State liquor licenses and the collection of license renewal fees will take place as follows:

Liquor License Renewals

1. All licenses with a renewal date of March 31, 2020 or after are automatically extended to December 31, 2021 (This action supersedes the Commission's prior license extension action through June 30, 2021).
2. No late fees will be charged until after January 1, 2022.
3. License renewal fees are due at time of renewal. This extension does not change the fee for renewal nor prorate any fees paid for renewal of a license, nor change the future renewal date of a license.
4. License fees are not refundable.

IMPORTANT: License holders do not have to wait to renew licenses. If a license holder chooses to renew a license when it originally expires or at any time between original license expiration and December 31, 2021, the license holder may renew a license online at MyTax.Illinois.gov. License holders are encouraged to renew licenses prior to December 31, 2021 in order to avoid administrative delays at the end of the fourth quarter of 2021. Do not wait until the day of license expiration to renew your license.

IMPORTANT: License holders may not receive an additional notice to renew licenses. Even if license holders do not receive an additional renewal notice, all license holders are required to renew licenses and pay license fees no later than December 31, 2021.

NOTE 1: The dates cited above are subject to be extended if Executive Orders extend the prohibition on indoor dining and drinking.

NOTE 2: Licensees Conducting Retail Sales – For all licensees that sell at retail, provide proof of a local liquor license (in addition to other required documents). Proof of the local license can be:

- A copy of the current unexpired license OR
- A copy of the written authorization of the local liquor control commission to extend the local license expiration date.

ILCC News

Article suggestions are welcome!

The ILCC welcomes your input to enhance the ILCC News. If you have a suggestion for an article or topic or have a helpful hint to share with other licensees, please contact the ILCC's Chicago Office.

ILCC News is published by the Illinois Liquor Control Commission for state liquor licensees, local government officials, industry associations, and related government agencies.

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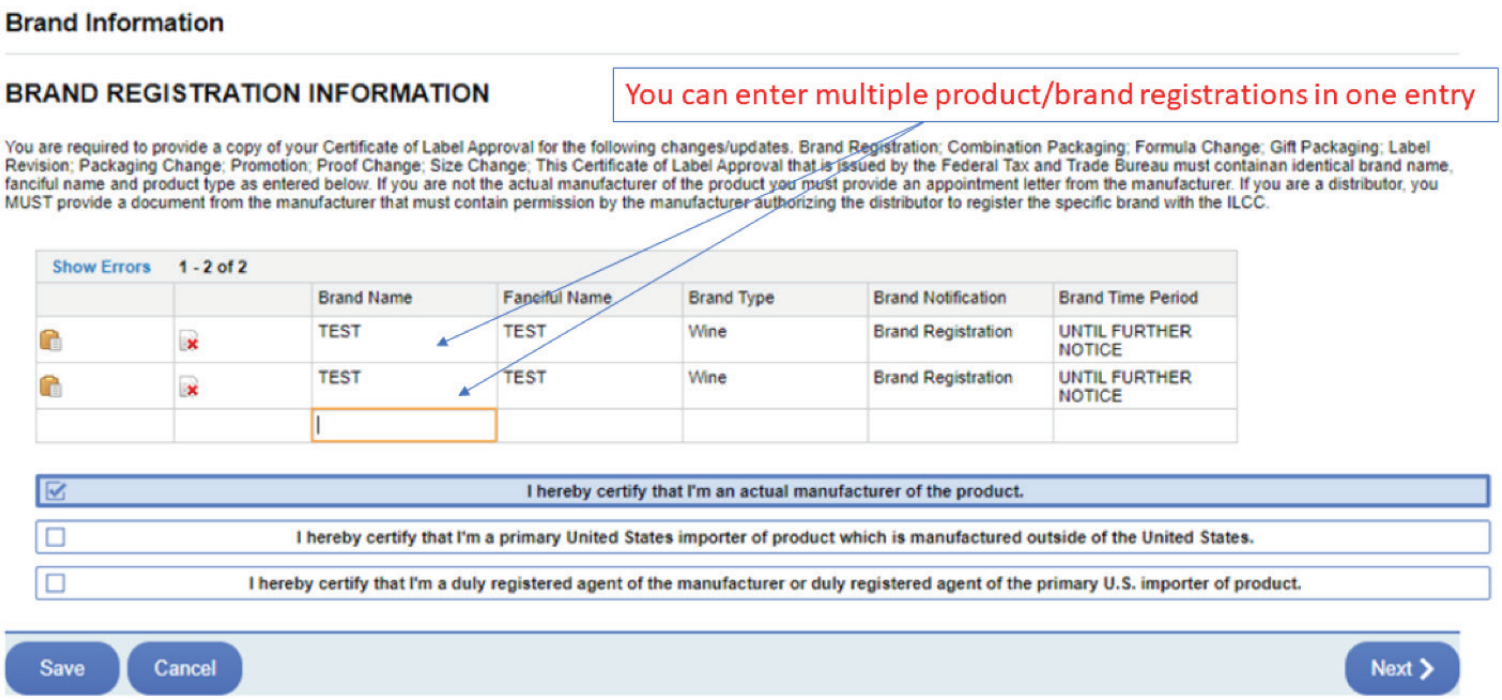
Online Brand Registration Enhancements

The ILCC encourages licensees to register their brands online through MyTax.Illinois.gov, our online account management system. The ILCC has made some system enhancements to help streamline the online brand registration submission process. Licensees now have the ability to enter multiple product/brand registrations in one entry. Also, remember there are NO FEES to register your brands online.

1. Log into your MyTax account.
2. Under your "Accounts" tab, click on the LCC account hyperlink for your license.
3. Click LCC next to the active license number
4. Locate "Brand Registration" under I WANT TO
5. Enter the required information and provide attachments as requested (the option to add attachments is on the left sidebar menu).



Brand Information

BRAND REGISTRATION INFORMATION

You can enter multiple product/brand registrations in one entry

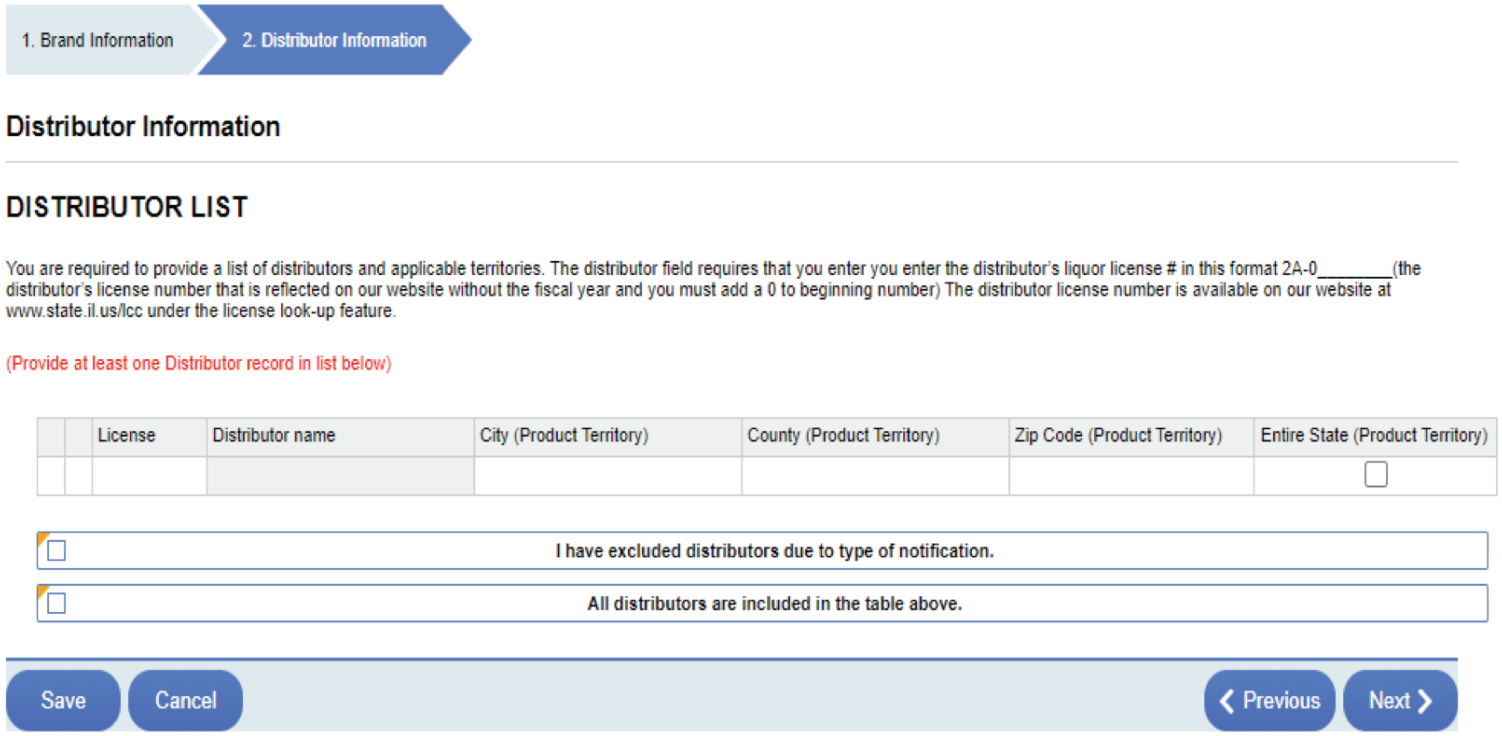
You are required to provide a copy of your Certificate of Label Approval for the following changes/updates. Brand Registration; Combination Packaging; Formula Change; Gift Packaging; Label Revision; Packaging Change; Promotion; Proof Change; Size Change; This Certificate of Label Approval that is issued by the Federal Tax and Trade Bureau must containan identical brand name, fanciful name and product type as entered below. If you are not the actual manufacturer of the product you must provide an appointment letter from the manufacturer. If you are a distributor, you MUST provide a document from the manufacturer that must contain permission by the manufacturer authorizing the distributor to register the specific brand with the ILCC.

Show Errors 1 - 2 of 2

		Brand Name	Fanciful Name	Brand Type	Brand Notification	Brand Time Period
		TEST	TEST	Wine	Brand Registration	UNTIL FURTHER NOTICE
		TEST	TEST	Wine	Brand Registration	UNTIL FURTHER NOTICE

- [x] I hereby certify that I'm an actual manufacturer of the product.
- [ ] I hereby certify that I'm a primary United States importer of product which is manufactured outside of the United States.
- [ ] I hereby certify that I'm a duly registered agent of the manufacturer or duly registered agent of the primary U.S. importer of product.

Save Cancel Next



1. Brand Information 2. Distributor Information

Distributor Information

DISTRIBUTOR LIST

You are required to provide a list of distributors and applicable territories. The distributor field requires that you enter you enter the distributor's liquor license # in this format 2A-0_____(the distributor's license number that is reflected on our website without the fiscal year and you must add a 0 to beginning number) The distributor license number is available on our website at www.state.il.us/lcc under the license look-up feature.

(Provide at least one Distributor record in list below)

		License	Distributor name	City (Product Territory)	County (Product Territory)	Zip Code (Product Territory)	Entire State (Product Territory)
							☐

- [ ] I have excluded distributors due to type of notification.
- [ ] All distributors are included in the table above.

Save Cancel Previous Next

2021 Legislation

During the 2021 Spring Legislative Session, the Illinois General Assembly passed two bills impacting the manufacture, distribution, and sale of alcoholic liquor in Illinois.

Public Act 102-0008 (Senate Bill 104)

Signed into law by Governor Pritzker on June 2, 2021, Public Act 102-0008 ("Public Act") affects the sale of alcoholic liquor in three primary ways:

Cocktails to Go

In 2020, Cocktails to Go was enacted to allow bars and restaurants impacted by the pandemic to sell mixed drink cocktails for delivery. The law originally was due to expire on June 2, 2020 but the Public Act extends the law until January 3, 2024. Furthermore, in addition to mixed drinks and cocktails, bars and restaurants may be permitted to sell single servings of wine and ready to drink cocktails in a can (sealed by the manufacturer). It is important to know, however, that retailers selling Cocktails to Go must abide by conditions set forth in the Public Act outlined in this bulletin.

Vaccination Incentive Program

In order to encourage vaccinations against the COVID-19 virus, the Public Act permits retailers to provide one free drink of alcoholic liquor to a person 21 and over who, by presenting a vaccination card and a valid form of photo identification, proves they have been fully vaccinated against the virus. The program is entirely voluntarily and does not mandate a retailer provide free drinks upon proof of vaccination. If a retailer chooses to offer free drinks, the retailer may only do so from June 10, 2021 through July 10, 2021 from 6pm-10 pm. Please also see this bulletin for further requirements and guidance.

Retailer Use of Credit Cards

For the first time, the Public Act permits a licensed retailer to purchase wine and spirits from a licensed distributor with a credit card. The completion of a wine and spirits purchase through the use of a credit card is considered full payment and is irrevocable. If the retailer chooses to contact the credit card issuer to reverse the transaction more than 30 days after the invoice date, the retailer may be deemed delinquent and be unable to continue to purchase wine and spirits.

House Bill 2620

(Not enacted as of the date of this newsletter)

HB 2620 makes significant changes to the Illinois Liquor Control Act impacting numerous areas of the alcohol beverage industry and the Illinois Liquor Control Commission. It is advised that all licensees go to this link to read all of the changes proposed by HB 2620.

Below is a summary of some of the significant changes:

- Creates Class 3 Brewer license (licensee may manufacture beer, distribute beer, and has full retailing privileges).
- Creates Beer Showcase permit – With the issuance of a Beer Showcase Permit, a Class 3 brewer and distributors may transfer a portion of their product to sell to non-licensees at a designated and permitted location.
- Permits crossover (beer, wine, spirits) craft manufacturing privileges.
- Expands brewer retail privileges (may sell mead).
- Expands brewer retail privileges to sell for curbside pickup.
- Increases license fees for out-of-state manufacturers who self-distribute beer (to match in-state license holders).
- Requires craft brewers to submit annual production reports to the Illinois Liquor Control Commission and Department of Revenue.
- Expands winery self-distribution privilege to distribute cider and mead to all types of brewers.
- Wine maker may lose full retail privileges if they obtain other craft licenses.
- License Fee Increase for first-class wine makers and first-class wine manufacturers.
- Delinquency List Reporting – Wine and spirits distributors will report delinquencies to ILCC directly (effective January 2022).
- Cooperative Purchase Groups- Wine and spirits distributors must offer quantity discounts to Cooperative Purchase Groups.
- Retailer to Retailer Transfers – Expansion of circumstances under which a retailer may make transfers of alcoholic liquor to another retailer.

For more information or explanation of the 2021 legislative changes to the Illinois Liquor Control Act (both effective and proposed), please contact the ILCC Legal Department at ilcc.legal@illinois.gov.

TASTING GUIDELINES

A great way to introduce a new product to your customers is to conduct a tasting or product sampling. As a licensee, you are responsible to know the rules and laws that govern tastings and products sampling. The full rules are found under 235 ILCS 5/6-31 and Administrative Rule 100.285: Tastings, Product Sampling and Test Marketing. The full text can be found at this link - Administrative Rule 100.285

There are four common areas of confusion regarding consumer tastings and product sampling.

1. SERVING LIMITS:

- Not more than 3 samples per person;
- EACH sample may not exceed
  - o 2 oz of beer;
  - o 1 oz of wine; or
  - o ¼ oz of distilled spirits

It is important to note that this does not mean 3 servings of each type of alcoholic beverages; but rather, three TOTAL samples. For example, if a consumer has one sample of distilled spirits, they may only have two more samplings of any of the three categories.

2. SAMPLING LOCATION:

Any consumer sampling must take place on a licensed retail location. This includes Special Use and Special Event licensed locations.

3. WHO MAY CONDUCT TASTINGS AND PRODUCT SAMPLING:

A manufacturer, non-resident dealer, distributor, or a retailer or the employees of those licensees can conduct a consumer sampling. In addition, non-licensees can conduct a product sampling or tasting to consumers on behalf of a licensee as long as they comply with Administrative Rule 100-40, found and this link - Administrative Rule 100-40. Registered tasting representatives are considered agents of the licensee.

4. WHERE DO THE SAMPLED PRODUCTS COME FROM:

If the consumer sampling is being conducted by a licensee other than the retailer, the product may be brought to the location by the manufacturer, non-resident dealer, or distributor licensee. Another option for the manufacturer, non-resident dealer, or distributor is to purchase the product from the retailer's inventory at the retailer's original cost. In either scenario, the manufacturer, non-resident dealer, or distributor must take the alcoholic liquor with them after the consumer sampling is concluded.

Human Trafficking Resource Center Notice Act

The Human Trafficking Resource Center Notice Act requires on-premise licensees and other establishments to post a notice informing the public and victims of human trafficking of telephone hotline numbers to seek help or report unlawful activity. The mandated notice is available on the Illinois Department of Human Service website.

The poster provides victims of human trafficking with essential information on where to obtain assistance. The poster also provides critical information to the public on how to report suspected human trafficking.

In 2020, the National Beer Wholesalers Association (NBWA) launched Distributors Against Human Trafficking, to help combat human trafficking in the United States. NBWA created an awareness training video to help beer distribution employees recognize and report signs of human trafficking.

On October 28th, the ILLC will host a virtual training by the Chicago Children's Advocacy Center. BASSET licensees and trainers are encouraged to attend to learn more about the warning signs of human trafficking, and to raise awareness.

Victims of slavery and human trafficking
are protected under United States and Illinois law

If you or someone you know:

- Is being forced to engage in any activity and cannot leave, whether it is:
  - Commercial sex industry (street prostitution, strip clubs, massage parlors, escort services, brothels, internet),
  - Private Homes (housework, nannies, servile marriages),
  - Farm work, landscaping, construction,
  - Factory (industrial, garment, meat-packing),
  - Peddling rings, begging rings, or door-to-door sales crews
  - Hotel, retail, bars, restaurant work or
  - Any other activity
- Had their passport or identification taken away or
- Is being threatened with deportation if they won't work

National Human Trafficking Hotline

1-888-373-7888

Or, Text "HELP" or "INFO" to 233733

to access help and services.

BASSET Issues and Information (continued)

As the industry is still opening, people are seeking employment, and will need to be BASSET certified. BASSET training will most likely pick up throughout Illinois. However, not only must servers be trained, but not forget the skills they were taught during BASSET training.

As trainers you have an integral responsibility to follow Illinois rules for conducting seller/server training in Illinois. Below are some reminders for trainers and BASSET providers.

Spreadsheets – When trainers submit the standardized spreadsheet to the BASSET email address, LCC.BASSET@illinois.gov, please allow 30 days for the rosters to be processed and received by students.

Students – Inform students that you, the trainer, or company will be submitting their information to the ILCC, and they should receive their BASSET cards in two to four weeks.

Spreadsheet Items – Every item that is requested on the spreadsheet is required. Please ensure students are giving full and accurate information. For classroom instructors it is a good practice to ask for identification when students sign in for a BASSET course.

BASSET License – Your 5A license number must be valid for your BASSET rosters to be processed. Please stay on top of your BASSET renewal.

BASSET Online Renewal – Here are the steps to save $50 on your BASSET license renewal by doing it online.

Please follow the instructions below to renew BASSET license online.

1. Log into your MyTax Illinois account by visiting mytax.illinois.gov on the web.
2. Go to LCC under your accounts and you will need to select the license number you will be renewing.
3. Click on the "Renew" link next to the license period under your license number.
4. Enter the required information and provide attachments as requested (option to add attachment in left sidebar menu). Note on the first page you will need to check the box in the contact information section in order to enter your email information you will also need to enter your local liquor license and insurance information.
5. You will be required to attach supporting documents- look for required supporting documents- yellow arrow will indicate what Supporting documents are required- you will need a copy of your current local liquor license or license renewal extension from your local municipality and we will need a copy of your Certificate of Insurance, you will need to attach both documents.
6. You can pay the license fee with an electronic debit or MasterCard, Discover, American Express, or Visa credit card. Please note if paying with electronic debit make sure to check the box- certifying the funds on the top of the page.
7. Please note: If you haven't entered your Password, the renewal is not submitted completely.

Tips for safe cocktails to go By Lee J. Roupas, ILCC BASSET Program Manager

During the COVID 19 pandemic there was a measure in place to allow extra revenue for liquor serving establishments by allowing them to sell "To Go" Mixed Drinks/ Cocktails ("Cocktails to Go"). Please visit our website for guidelines on how to stay in compliance.

This legislation extends "Cocktails to Go" to 2024 and mandates Beverage Alcohol Sellers and Servers Education (BASSET) certification for all employees transferring the mixed drink/cocktail or single serving of wine.

The mandatory BASSET certification was included because of a higher risk of liability if measures are not taken to prevent serving minors or already intoxicated individuals.

BASSET training can equip servers, if training is properly utilized to offset the higher risk of liability that Cocktails to Go may bring. The three biggest situations facing establishments serving Cocktails to Go are:

1. Serving an intoxicated individual;
2. Underage sales of alcohol; and
3. Someone over 21 years of age providing alcohol to minors.

Here are some tips to follow when serving Cocktails to Go:

- Assess the customer or customers ordering cocktails to go.
- Check for signs of impairment and observe any behavioral cues that would indicate impairment:
    - Glassy or blood shot eyes.
    - Slurred speech.
    - Poor coordination and motor skills where there is difficulty performing routine tasks.
    - Smell of alcohol on an individual's breath or clothing.
    - Talking loud or overfriendly.
    - Making inappropriate comments.
- Check identification and the identification of everyone if there is more than one customer.
- Contact the local police department for visibly impaired customers operating a motor vehicle.
- Refuse service to the intoxicated patron in a polite, firm, and professional manner. For example, "I am sorry I do not feel comfortable serving you at this time, but I would be happy to get you something else."
- Let management and security detail know you must refuse alcohol service and if necessary, accompany the employee refusing the service.
- Document that the sale was refused by including the make, model, and color of the vehicle, including the license plate number.

For more information on cocktails to go, or information on BASSET training can be found on the Illinois Liquor Control Commission website.

Proper crowd control makes safer establishments By Lee J. Roupas BASSET

As restrictions for liquor serving establishments are lifted, places of business will be experiencing a greater capacity of guests. Businesses will have to return to the practice of crowd control.

Crowd control are security and safety measures used when large crowds are gathered at an establishment or an event. It is the security personnel's job to execute crowd control by maintaining a steady flow of foot traffic during busy hours of operation. Security and management must be aware of their surroundings by constantly observing and scanning the crowd to prevent potential incidents, and spot problematic individuals in the crowd. Crowd control can prevent riots or outbreaks.

Every establishment or venue should have a comprehensive plan for crowd control that is easy to implement and equip management and staff to intervene, prevent, and diffuse situations that compromise the safety of their guests

It does not take long for an incident to ensue whether it is a fight, riot, or overcrowding that can lead to a person getting trampled. It is of utmost importance for every establishment to have a comprehensive plan for crowd control that will be easy to implement. Here are some practices to consider when executing a plan for crowd control:

- Analyze the crowd, especially having a well-trained person working the entrance.
- Develop communication with the guests by posting signage.
- Ensure open lines of communication among the staff.
- Post and scatter security personnel around the perimeter and spaces that have high foot traffic to keep it flowing.
- Assign two staff members to serve, as "floaters", who walk around and through the crowd to create a presence and can inform other staff about incidents that are occurring or beginning to occur.
- Trained staff should be ready to intervene immediately and diffuse any situation as quickly as possible.
- Have an evacuation plan in place in case there is a fire, or the establishment needs to be evacuated by having exits cleared.

Executing proper crowd control measures will allow patrons to have a great experience where they are gathering and create a safer environment.

Phase 5 Reopening Guidelines

On June 11, 2021, the State of Illinois moved to Phase 5 of the Restore Illinois framework, marking the full reopening of all industries and activities. Under the Restore Illinois framework for Phase 5, all business types, large-scale events, conventions, amusement parks, seated spectator events, among others, can operate at full capacity. Licensees including bars and restaurants previously subject to DCEO guidelines can resume normal operations. Read the recommended Phase 5 Guidance for Businesses and Venues to continue to promote COVID-19 safety going forward.

SUPC

The Ann & Robert H. Lurie Children's Hospital of Chicago's Youth Substance Use Prevention Coalition would like to invite all substance use prevention stakeholders to our next meeting on July 22, 2001 from 3:30-5pm. This meeting will be virtual.

The Youth Substance Use Prevention Coalition (formerly Preventing Alcohol Abuse in Chicago Teens (PAACT) is a multi-agency coalition of community-based organizations, government agencies and stakeholders from across the city. Convened by Lurie Children's, SUPC works to prevent youth substance use in Chicago. SUPC has implemented city-wide tactics including a communications and community engagement campaign targeted to youth and parents/caregivers with the goals of increasing awareness of the potential harmful effects and consequences of alcohol consumption for underage drinkers and provide support in decreasing young people's perception of permissive family norms with regard to underage alcohol use.

If you or your organization is interested in becoming involved in SUPC, please contact Dion McGill at dmcgill@luriechildrens.org

Alcohol Prevention Resource Center

Prevention First's Alcohol Policy Resource Center (APRC) provides training, education, resources, and tools on evidence-based alcohol policy and law enforcement strategies to municipalities, local officials, law enforcement, and community coalitions focused on underage drinking in Illinois.

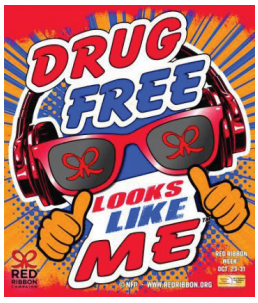
Human Trafficking Training

Save the Date for October 28th, the ILLC will host a virtual training by the Chicago Children's Advocacy Center on Human Trafficking. BASSET licensees and trainers are encouraged to attend to learn more about the warning signs of human trafficking, and to raise awareness.

Red Ribbon

The 2021 DEA Red Ribbon Patch Program launched July 1! Learn how your scouts can earn Red Ribbon patches and Certificates of Participation.

In 2020, the ILCC hosted a virtual kickoff to highlight the DEA's Red Ribbon Patch program and the history of Red Ribbon Week.



Red Ribbon Week

Red Ribbon Week (October 23 – 31) is a time to educate youth and encourage participation in drug prevention activities. Drug Free Looks Like Me is the theme for this year. The National Family Partnership sponsors the Red Ribbon Week Theme Contest, which invites Americans across the country to submit a unique slogan that captures the essence and mission of the campaign. Enter the 2022 Red Ribbon Theme contest.

We are always looking for ways to engage organizations to help keep kids healthy and safe. Tag us on social media if you have a community event you would like to share.

Attorney General Kwame Raoul Keynote

Thursday, August 26, 2021 - Sunday, August 29, 2021
NCSLA 2021 Annual Conference, Reno, Nevada
Illinois Attorney General Kwame Raoul will keynote the Center for Alcohol Policy's 14th Annual Alcohol Law & Policy Conference taking place in Chicago, August 29-31, 2021.