

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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**FOR IMMEDIATE RELEASE**

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## **ABC Announces New License Filing Period**

*Priority applicants can apply for licenses two months earlier this year*

**Sacramento** – Steve Hardy, Director of the Department of Alcoholic Beverage Control, announced today that due to the State’s economic slowdown, the Department will move up its traditional priority application period by two months in order to assist emerging business ventures and stimulate local economies. Thousands of California businesses are licensed by the Department, generating over \$325 million dollars in excise taxes annually.

Hardy stated “it’s important that the Department do its utmost to assist business operators in this tough economic climate by expediting our priority process this year.”

It is anticipated that the Department will announce authorized numbers of available on-sale and off-sale general licenses for each county on July 8, 2009 and will accept priority applications from July 20, 2009 through July 31, 2009.

It is also anticipated that priority drawing(s) for affected counties will occur during the week of August 24, 2009.

Applicants are urged to obtain priority application paperwork early by going on-line at [www.abc.ca.gov](http://www.abc.ca.gov)

Further information can be obtained on the Department’s website or by calling the local district offices.

ABC is a Department of the Business, Transportation and Housing Agency under the direction of Secretary Dale E. Bonner, a member of the Governor’s Cabinet.

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