



Alcoholic Beverage Control

CHAIRMAN:

A. D. "Zander" GUY, JR.

COMMISSIONERS:

Norman A. Mitchell, Sr.
Charlotte

Karen Stout
Black Mountain

ADMINISTRATOR:

Agnes Stevens

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FOR IMMEDIATE RELEASE

September 11, 2019

NORTH CAROLINA ABC COMMISSION UPHOLDS DECISION ON HELLO KITTY WINE LABEL REJECTION

RALEIGH – The North Carolina Alcoholic Beverage Control Commission held its regular monthly meeting today and ratified 79 hearing cases that resulted in penalties in excess of \$94,800 and/or imposition of suspensions of permits for three days or more. Fines are due October 4, 2019, and suspensions begin October 11, 2019.

Chairman Guy welcomed Karen Stout of Black Mountain as a new Commissioner.

The Commission approved a proposed new ABC store location at 998 Ocean Trail, Corolla, requested by the Currituck County ABC Board.

The Commission heard an appeal from Kitty Wines International DBA Elite Brands regarding the rejection of their Hello Kitty wine label. Citing the criteria outlined in Title 14B, Chapter 15 of the NC Administrative Code (15B .1003) as the basis for the rejection, the Commission upheld staff's earlier denial to register the product.

The Commission held a public hearing on proposed Permanent Local ABC Board Operations Rules - 14B NCAC Chapter 15A, Sections .0901 through .1406.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 17 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided 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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