



## **Stores Division**

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### **Functions:**

- Oversees the operation of 175 retail and wholesale stores throughout the state. Manages stores security, stores maintenance and the Stores Operations Control Unit which oversees all store credit cards, deposits, polling and inventory.

ABC Board employees are not motivated to make sales in order to receive commissions or higher wages. Although they strive to maintain a profitable business to contribute to our State's economy, the ABC Board's store staff are trained to control the sale of alcohol while providing a demonstrative profit for the State of Alabama.

Store staffing is determined by a formula based upon the sales a store generates, the location, and hours of operation. The hours of operation for each ABC store are allocated by sales and location. Store hours differ in order to meet the demands of the consumer as well as ABC licensees, including private package stores, restaurants and bars.

ABC store employees are well-trained to promote customer service and educated to prevent illegal sales. A representative from Alabama Training Institute of Auburn University of Montgomery traveled statewide to train all employees in Customer Focused Service. The training program is mandatory for all employees and a refresher course is maintained on the ABC website for annual review by employees.

Seventy percent of the ABC Board store employees are female. Of that workforce 42% are African American females and 28% are white females. Thirty percent of our workforce are males, 10% African American males and 20% are white males.

- Annually recognize our top performing employees, as well as investigate and address all complaints made by customers.

- Currently upgrading selected stores with a warmer color scheme and a more shopper friendly atmosphere.
- Maintains 87 retail only stores, 84 retail/wholesale stores and 4 wholesale only stores with 604 store employees. In the last fiscal year our single-person operated stores have generated funds averaging approximately \$600,000 each. ABC Board's average retail only stores sales are \$1.644 million. The overall average store sales which includes wholesale and retail combined is \$2.33 million per store. (By looking at our map you can see the distribution centers for the approximately 600 private package stores and approximately 3,000 on-premise restaurants and bars throughout the state. As you can see, the ABC board currently provides a convenience for the restaurants and the bars by maintaining 88 locations in which they may now make purchases. If these stores were to close, the number of distribution centers would be one. Distribution costs would increase dramatically.