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**Subject:** Virginia ABC July 17 Customer and Industry Partner Message  
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## Dear Customers and Industry Partners,

One of my fondest college basketball memories was watching my favorite team finish a game against a conference rival after all but four of the rival team's players fouled out of the game. Needless to say, a team with one less player hasn't got much of a chance of winning. The same is true when it comes to fighting COVID-19. The experience of the last four months has proven that wearing a face mask or face covering while inside a store, a church, office, hair salon, concert hall or movie theater is critical to protecting the health of others and yourself. We will not be able to control the COVID-19 pandemic unless we have everyone committed to the team and abiding by the same rules.

Starting Monday, July 20, Virginia ABC will join other retailers like Walmart and Kroger to help slow the spread of the virus by enforcing a no mask, no entry policy when shopping in any of our 389 stores. According to the Centers for Disease Control and Prevention (CDC), face coverings help decrease the spread of COVID-19, and because the virus can be spread by people who don't have symptoms and don't know they are infected, it's vitally important for everyone to practice social distancing and wear a face covering in public. We understand that sometimes a customer may accidentally forget a mask. In those cases, we will do all we can to provide a mask to that customer, however the rule will remain – no mask, no entry.

Over the last few months, Virginia ABC has implemented safety measures using retailer guidance provided by the Virginia Department of Health and the CDC to include:

- mandatory use of face masks by store employees
- Plexiglas shields at registers
- floor markers to ensure customers stand at least 6 feet apart from one another
- daily cleaning and sanitizing with particular attention to most frequented areas including checkout counters and high-touch surfaces such as door handles and knobs, and
- hand sanitizer at registers for customer and employee use.

Customers also have a shopping option that doesn't require going into a store. ABC offers curbside pickup for online orders at 370 stores across the commonwealth. After placing an online order at [www.abc.virginia.gov](http://www.abc.virginia.gov), customers can opt for contactless pickup of spirits, Virginia wines and mixers from ABC stores the same day the order is placed, as long as the selected products are available in the store.

We have worked hard to create a shopping environment that is safe for customers and employees, and we want a bottle to be the only thing you take home from one of our stores.

Because our service and responsibility to maintain safety extends beyond the confines of our stores, we have also been asked by Governor Northam to step up enforcement efforts at our licensed establishments, with particular attention to those in the state's Hampton Roads area, which has experienced a recent uptick in COVID-19 cases. Virginia ABC along with the Department of Health and the Department of Agriculture and Consumer Services has initiated unannounced inspections to ensure compliance with a rule ordering no service at bars, as well as business guidelines requiring social distancing.

Striking a balance between safety and rebuilding our economy is challenging these days, to say the least. Virginia ABC remains committed to supporting its partners and customers to maintain a healthy environment at work and at play, in the hopes that these efforts will contribute to a healthy and prosperous Commonwealth.

Stay safe,

Travis Hill