

ALABAMA

Select Spirits

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Dear Licensees:

One year has ended and another is beginning, giving us a reason to take stock of all we've accomplished. Most businesses would be nothing without the loyalty of customers or clients. Customer appreciation efforts should be part of any business's New Year's resolutions, reminding them to find a way to say thank you. A customer is the most important visitor on our premises.

With that said, The Board and I would like to say thank you! You are important to us and we appreciate you. As valued customers and licensees, your comments, suggestions and opinions are essential to our growth and success. Many of you have been asking for new items and a lot of opportunities for product selection have expanded. Our team is constantly searching for trending and in-demand products to help stock your shelves.

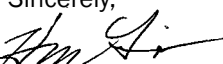
How can we help you? Please take the time to fill out a comment card or email me. I read all the comment cards received through my office and, whether they are requests for certain products or comments on experiences in our stores, the Board and I are very interested in making your shopping experience successful and pleasant. I take a personal interest in ensuring that you receive good customer service.

"The mission of the Alabama ABC Board is to protect and support the public's health, safety, and welfare by regulating the distribution, import, manufacture, sale of alcoholic beverages demonstrated by professionalism, integrity, education, and transparency."

We at the Alabama ABC Board take our mission statement seriously and we need your help in order to fulfill it. The Board, our employees and I want to open our State back up from this COVID-19 pandemic which has crippled our economy and I'm sure has negatively impacted your business.

You, as licensees, are on the front lines in controlling our product and promoting behaviors that reduce the spread of COVID-19. The Board and I believe the best way to protect the health, safety and welfare of our citizens is for you to safely guide your customers to a healthy, responsible lifestyle by helping to adhere to the State Health Officer's guidelines during this public health emergency. You and your employees can prevent and slow the spread of Corona Virus within your business. Please help us help you open Alabama's economy.

Thank you and stay healthy in this New Year.

Sincerely,

H.M. Gipson

