

# **IOWA ALCOHOLIC BEVERAGES DIVISION**

## **STRATEGIC PLAN**

(adopted October 2003)

### **MISSION STATEMENT**

*To serve Iowans by effectively regulating the alcohol beverage industry to insure responsible business practices and to create a favorable economic climate for industry growth and development, while maximizing revenue by maintaining a cost-efficient wholesale distribution system.*

### **CORE FUNCTIONS**

**Wholesaling of liquor to licensed retailers**

**Alcoholic beverage licensing**

**Regulating the alcohol beverage industry**

**Tobacco enforcement**

### **VISION STATEMENT**

*Provide regulated products responsibly*

### **GOALS**

- 1. Maximize liquor wholesaling revenue to the state general fund.**
- 2. Maintain a level and competitive regulatory environment for all tiers of the Iowa alcoholic beverage industry.**
- 3. Insure that only qualified applicants are licensed to sell and serve alcohol beverages in Iowa.**
- 4. Reduce youth access to tobacco products.**