

DEPARTMENT OF THE NAVY
HEADQUARTERS, UNITED STATES MARINE CORPS
3280 RUSSELL ROAD
QUANTICO, VIRGINIA 22134-5103

IN REPLY REFER TO:

1700

MRA

28 Aug 13

FIRST ENDORSEMENT on CMC ltr 1700 MR of 26 Aug 13

From: Deputy Commandant for Manpower and Reserve Affairs

To: Director, Semper Fit and Exchange Services

Subj: ALCOHOL SALES IN MARINE CORPS EXCHANGES (MCX)

1. Forwarded, directing compliance.


R. E. MILSTEAD JR.



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
3000 MARINE CORPS PENTAGON
WASHINGTON, DC 20350-3000

IN REPLY REFER TO:
1700
MR
AUG 26 2013

From: Commandant of the Marine Corps
To: Director, Semper Fit and Exchange Services Division, MR
Via: Deputy Commandant, Manpower and Reserve Affairs (DC M&RA)

Subj: ALCOHOL SALES IN MARINE CORPS EXCHANGES (MCX)

Ref: (a) MCO 1700.27B
(b) MCO 1700.22F

1. To support the intent of the Secretary of Navy's 21st Century Sailor and Marine Initiative; as well as Marine Corps specific initiatives in the areas of Behavioral Health, Sexual Assault Prevention and Response, and Health Promotion; the Semper Fit and Exchange Services Division (MR), will take the following actions in MCX activities to encourage healthy lifestyles for Marines and their families and to reinforce current alcohol sales limitations and alcohol abuse prevention policies contained in references (a) and (b).

a. Distilled spirits (e.g. liquor) will be removed from all sites designated as Marine Marts adjacent to barracks (DC, M&RA will consider exceptions to this policy). Alcoholic beverages will only be sold from 0800 to 2200 in all MCX facilities. Floor space dedicated to the sale and display of alcoholic beverages in locations other than package stores or consolidated main stores (which encompass the package store), will be limited to no more than 10 percent of total retail selling floor space available. Alcoholic products and displays will be in a consolidated location away from the main entrance of the facility (sides or rear) in a location not normally used by underage patrons. In-store marketing of alcoholic beverages will be limited to the area where alcohol is sold. Facilities outside of the United States will be evaluated on a site-by-site basis, consistent with existing ration programs and applicable Status of Forces Agreements.

b. Reinforce current policy as required. Specifically: alcoholic beverage products will not be sold at more than a ten percent discount in ABC states and a five percent discount in non-ABC states; the MCX will not participate in any promotions sponsored by alcoholic beverage vendors that are targeted specifically at the military customer.

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c. Continue to work with Marine Corps leadership and stakeholders involved in the education and prevention of misuse and abuse of alcohol. The MCX will also continue to provide a robust and informative marketing campaign specific to low risk alcohol consumption through the use of local initiatives (e.g. displaying alcohol misuse prevention posters developed in conjunction with the Sergeant Major of the Marine Corps and local Designated Driver, Arrive Alive, and free taxi ride programs).

2. The above actions will be completed no later than 90 days from the date of this letter. These changes will be incorporated into the next revisions of references (a) and (b).



JAMES F. AMOS