



News Release

Oregon Liquor & Cannabis Commission
9079 SE McLoughlin Blvd., Portland, OR 97222-7355
1-800-452-6522

For more information:

Bryant Haley Alcohol Program Spokesperson

bryant.haley@oregon.gov 971-990-3254 (mobile)

October 13, 2022

Commissioners Appoint New Liquor Store Operator in South Salem

PORTLAND, Ore. – At a special meeting on **October 11, 2022**, Commissioners of the Oregon Liquor and Cannabis Commission (OLCC), appointed William Hage to operate the Battle Creek area liquor store; the previous independent operator is retiring after operating the store at the south Salem location for more than 12 years.

Hage has significant retail and business experience from earlier in his career, including managing a lumber company. With his knowledge of the wood products industry Hage started his own construction company focusing on "high end" remodels, and that led to a contract to modernize the Stafford Liquor Store in northeast Salem.

While remodeling the Stafford store, Hage became interested in liquor retail sales and took a front line sales associate position during the 2021 holiday season to learn about the business.

The Battle Creek store opened as a brand new location in 2010. During his time operating the store, owner Steve Brown grew annual liquor sales to more than seven million.

###