The Hertford County ABC Board, consisting of five (5) board members, are appointed by the Board of Commissioners of Hertford County. The Hertford County ABC Board exercise authority over the administration, real estate, personnel and retail sales of liquor in Hertford County. The Hertford County ABC Board which operates three (3) stores in Hertford County is an independent unit of government and its members are expected to be good stewards of public funds and to maintain the safe and orderly sale of liquor.

The Board employs one general manager whom it expects to supervise and direct the daily operations of the system.

The mission of the Hertford County ABC Board and its employees is to serve the community of Hertford County responsibly by controlling the sale of spirituous liquor and promoting customer-friendly, modern, and efficient stores in accord with North Carolina General Statute Chapter 18B and other applicable local rules or statutes.