

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ROSEVILLE POLICE, ABC CITE THREE CLERKS FOR SELLING ALCOHOL TO MINORS
Decoys attempted to buy alcohol at 39 locations

ROSEVILLE— On Thursday November 3, 2005, Roseville Police along with Investigators of the California Department of Alcoholic Beverage Control conducted a minor decoy operation for compliance, in which minors under the direct supervision of the investigators, attempted to purchase alcohol from 39 retail licensees in the City of Roseville. The minor decoy was able to purchase alcohol from three licensed businesses.

ABC is conducting the compliance checks state-wide with local law enforcement to reduce the availability of alcohol to minors. Young people under the age of 21 have a higher rate of drunk driving fatalities than the general adult population.

Minor Decoy operations have been conducted by local law enforcement throughout the state since the 1980's. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted on a routine basis, the rate has dropped in some cities as low as 10 percent or even below. The latest violation rate state-wide is nearly 16 percent.

In 1994, the California Supreme Court ruled unanimously that use of underage decoys is a valid tool of law enforcement to ensure that liquor licensees are complying with the law.

Funding for this program was provided by a grant from the Department of Alcoholic Beverage Control (ABC).

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Sunne Wright McPeak, a member of the Governor's Cabinet.

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