

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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May 16, 2006
PR 06- 57

ABC Visits 15 Placer County Stores with Decoys, Not One Sells to Minors

(Auburn & Loomis)- Investigators of the California Department of Alcoholic Beverage Control (ABC) visited 15 stores in two Placer County communities on Saturday, May 13 and not one store sold alcohol to a minor.

“This is encouraging news, my hat is off to the businesses for ensuring that identifications were checked,” said ABC Director Jerry Jolly.

ABC is conducting the compliance checks state-wide to reduce the availability of alcohol to minors. Young people under the age of 21 have a higher rate of drunken 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. 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.

Those who sell alcohol to minors face a minimum fine of \$250, and/or 24 to 32 hours of community service for a first violation. In addition, ABC will take administrative action against the business’s liquor license. That may include a fine, a suspension of the liquor license, or the permanent revocation of the license.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the Business, Transportation and Housing Agency.

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.