

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

3927 Lennane Drive, Suite 100
Sacramento, CA 95834
(916) 419-2510



CONTACT: John Carr
(916) 419-2525

June 14, 2006
PR 06-69

ABC Runs Minor Decoy Operation in Davis

Investigators and Decoys Visit 17 Stores and None Sell Alcohol To Minors

(Davis)- Investigators of the California Department of Alcoholic Beverage Control (ABC) conducted a minor decoy operation June 12, 2006, in which minors from the Yolo County Friday Night Live Partnership under their direct supervision, attempted to purchase alcohol from 17 retail licensees in the City of Davis and not a single store sold alcohol to the minors.

Anyone who sells alcohol to a minor faces 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 alcohol license. That may include a fine, a suspension of the license, or the permanent revocation of the license.

ABC is conducting the compliance checks state-wide to reduce the availability of alcohol to minors. Statistics have shown that 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 lower. In 1994, the California Supreme Court ruled unanimously that use of underage decoys is a valid tool of law enforcement to ensure that licensees are complying with the law.

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.