

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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Big Fresno Fair Improvements Result In Safe and Fun Event

Fresno – An investment in new identification checking tools, the issuance of wristbands, employee training, and strict limits placed on alcoholic beverage sales to customers resulted in no sales to minors at *the Big Fresno Fair*.

While the Fresno County Sheriff's Department conducted two minor decoy operations that resulted in no alcoholic beverage violations, the California Alcoholic Beverage Control (ABC) also kept a close eye on activities throughout the 11-day event. These coordinated efforts were designed to increase safety for those who attended the Fair and reduce youth access to alcohol.

During this year's Big Fresno Fair, the concessionaire, C&C Concessions Inc., who operates 22 alcoholic beverage dispensing sites throughout the Fair, added five identification checking booths, and hired additional employees, arming them with special ID scanners and training from ABC, to ensure that no underage persons were able to obtain alcoholic beverages. Even though alcoholic beverage sales were limited to one drink per customer and only to customers donning a wristband and willing to produce ID again if requested, the concessionaire reported that overall sales were still consistent with that of the prior year.

"ABC applauds the efforts of the concessionaire and its employees, as well as the Sheriff's Department and other law enforcement agencies present. By adding extra precautions, public safety was increased and attendance remained strong," said ABC Fresno District Administrator Christine Weldon.

ABC is a Department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Dale E. Bonner, a member of the Governor's Cabinet.