

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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



CONTACT: John Carr
(916) 419-2525

September 1, 2010
PR 10-39

ABC Suspends License of Ernie's Food & Liquor in Santa Cruz

Store Sold Alcohol to Minors Three Times in a Seven Month Period

Santa Cruz - On September 1, 2010, the California Alcoholic Beverage Control (ABC) suspended the alcoholic beverage license of Ernie's Food & Liquor, located at 922 Soquel Avenue, Santa Cruz for the next 30 days and indefinitely thereafter to allow for the sale of the license to another owner. The enforcement action is a result of multiple ABC and Santa Cruz Police Department investigations that substantiated evidence of three separate sales of alcoholic beverages to minors within a seven month period from September 2009, through March 2010.

Two of the violations occurred as a result of enforcement action taken by the Santa Cruz Police Department and the third was the result of a minor decoy operation conducted by the Department of Alcoholic Beverage Control.

The owner of the store can continue to sell groceries and other items but will not be allowed to sell alcohol until the license is transferred to another person or persons acceptable to the ABC.

“This action is part of an ongoing effort with local law enforcement to reduce crime and help keep young persons safe,” said ABC San Jose District Administrator Karyn Nielsen. “ABC is pressing forward statewide to increase compliance with the law through strong enforcement. ABC wants to send a very clear message that selling or furnishing alcohol to minors will not be tolerated.”

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.