

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**FOR IMMEDIATE RELEASE**

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ABC Investigators Receive MADD Hero Award
ABC Long Beach/Lakewood District Investigators Honored

(Statewide) – The ABC Long Beach/Lakewood District Office Investigators have been honored by Mothers Against Drunk Driving (MADD) for outstanding law enforcement work.

Supervising Investigators Brandie Richard and Frank Robles and investigators Victoria Gardner, Jeff Holsapple and Mark Reese were honored on Saturday, June 2, 2012, by MADD for their efforts to help close a problematic off-sale ABC licensed establishment in the City of Redondo Beach. All contributed to an effort that removed a licensed business that was selling alcohol to minors.

In November 2009, Supervising Investigator Richard received citizen complaints about Pierside Liquor, located at 310 Torrance Boulevard in Redondo Beach. The complaints alleged that employees were selling alcoholic beverages to minors. ABC launched an investigation immediately. During the investigation Richard spoke with a mother about her 19 year-old son who purchased alcohol from Pierside Liquor. She was told the young man had purchased alcohol at the location for three years.

ABC made 10 cases against Pierside Liquor for violations that included sales of alcoholic beverages to minors; minors in possession of false identification; minors purchasing alcoholic beverages and sales of alcoholic beverages without a license.

By November 2011, the licensee had served a total of 55 days of suspension. Despite severe penalties, ABC discovered the store continued to sell alcohol not only to undercover investigators, but minors as well.

In December 2011, after reviewing all of the ABC complaints and allegations, and conducting a series of inspections, the City of Redondo Beach temporarily suspended Pierside Liquor's business permit. This led to the immediate closure of the business, pending a city administrative hearing. On January 11, 2012, the hearing officer found that sufficient evidence was provided indicating grounds to permanently revoke the business license.

A minor who shared information with police was encouraged by ABC to tell his inspirational story to others. Supervising Investigator Richard brought the minor and his mother to speak to a group of college students about the dangers of underage drinking and the harm to a young person's health. On January 30, 2012, the ABC license at Pierside Liquor was revoked.

ABC is a Department of the Business, Transportation and Housing Agency.