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(916) 419-2525June 12, 2014
PR 14-19**ABC, Long Beach Police Visit over 40 Licensed Businesses that Sell Alcohol**
IMPACT Inspections Scheduled to Increase Safety and Reduce Youth Access to Alcohol

(Los Angeles) –Agents from the California Alcoholic Beverage Control (ABC) and Officers from the Long Beach Police Department conducted an IMPACT operation today. IMPACT is an education and prevention operation where ABC Agents and local law enforcement check on licensed premises that sell alcohol.

Authorities visited over 40 licensed establishments during the IMPACT inspections. IMPACT stands for Informed Merchants Preventing Alcohol-Related Crime Tendencies. It is a cooperative program between ABC, local law enforcement agencies, and licensees.

“The timing is good,” said ABC Director Timothy Gorsuch. “Students are out of school and more folks are driving on the highways and taking vacations. ABC wants to remind licensees of how critical it is for them to check identifications and not serve patrons who are intoxicated. This can help keep the highways safe and also increase youth safety when many of them have more free time now that many schools are out for the summer months.”

The IMPACT program teams ABC agents with local police officers who visit licensed establishments in a given area. The primary objective of the program is to educate licensees about the various ways they can participate in reducing alcohol-related crimes such as sales to underage and obviously intoxicated persons.

IMPACT teams remind licensees of the responsibilities and accountability associated with the sale of alcoholic beverages. This is accomplished by identifying areas of non-compliance and providing crime prevention information.

The focus is to educate rather than to enforce. Even though the teams are prevention oriented, members may take action against any major violations observed during the inspection/visits. Merchants have accepted the program and its philosophy because they are being offered an opportunity to identify weaknesses in their alcoholic beverage sales system and to correct deficiencies without penalties.

Local communities endorse the program as it improves the relationship between law enforcement and merchants. ABC is a Department of the Business, Consumer Services and Housing Agency.