

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

SANTA ROSA DISTRICT OFFICE
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Santa Rosa, CA 95404



CONTACT: Supervising Agent in Charge
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PR 14-32

ABC Cites Individuals in Gualala During Minor Decoy Operation

(Gualala, CA) - Agents of the California Department of Alcoholic Beverage Control (ABC) cited two individuals for selling or serving alcohol to a minor on July 21, 2014. The actions were the result of a minor decoy operation in which a minor, under the direct supervision of Department Agents, attempted to purchase alcohol from retail licensees in the City of Gualala.

A total of 10 establishments were checked in the operation which spanned along the Sonoma Coast. One on-sale beer and wine eating establishment in Gualala failed furnished/sold alcohol to the minor decoy.

Those who sold to the minor face 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 alcoholic beverage license of the businesses where alcohol was sold to a minor. Discipline against the licensees may include a fine, a suspension of the license, or the permanent revocation of the license.

ABC is conducting the compliance checks statewide 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. 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.

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

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