

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL3927 Lennane Drive, Suite 100
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(916) 419-2525November 21, 2016
PR 16- 24**ABC is Promoting Education and Prevention Efforts for the Holiday Season***Agents will also be enforcing alcoholic beverage laws to increase safety for the holidays*

SACRAMENTO—The California Department of Alcoholic Beverage Control (ABC) announced today that agents will be utilizing education and prevention programs and enforcement operations in collaboration with local law enforcement, licensed establishments, and community stakeholders to help make the holiday season as safe as possible.

“Too many Californians are injured or killed in alcohol-related tragedies. We need your help. Before leaving for a party designate a driver, consider public transportation or an alternative method of arriving home safely. We’re hoping that through education, prevention and enforcement efforts these tragic incidents can be avoided,” said ABC Acting Director Ramona Prieto.

ABC uses programs such as Informed Merchants Preventing Alcohol Crime Tendencies (IMPACT) inspections to increase compliance with alcoholic beverage laws and enhance safety efforts in the State. “By continuing to work with the alcoholic beverage industry, we are hoping for increased compliance,” said Prieto. “ABC licensed establishments play a significant role in the effort to improve overall safety. They can do their part by checking ID’s, not serving obviously intoxicated patrons and reminding everyone of alternative transportation options to get home safely.” IMPACT inspections give licensees the opportunity to achieve compliance and proactively prevent youth access to alcohol.

ABC also continues to emphasize programs that promote safety for California’s youth. Minor Decoy and Decoy Shoulder Tap operations will be conducted in the effort to prevent underage drinking. A Minor Decoy operation involves minors under the direct supervision of the agents, who attempt to purchase alcohol from retail businesses. Decoy Shoulder Tap operations address the problem of adults who buy alcohol for persons who are younger than 21. Penalties for violators can range from a fine to a suspension. For more information on ABC programs that can help save lives visit <http://www.abc.ca.gov/>.

The mission of the Department of Alcoholic Beverage Control is to administer the provisions of the Alcoholic Beverage Control Act in a manner that fosters and protects the health, safety, welfare, and economic well-being of the people of the State.

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