

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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ABC & Friday Night Live Partnership Visit
22 Roseville Locations in Minor Decoy Operation
Not One Store Sells to a Minor

(Roseville)- Investigators of the California Department of Alcoholic Beverage Control (ABC) conducted a compliance check operation May 20, 2007, in which minors under the direct supervision of investigators, attempted to purchase alcohol from 22 retail licensees in the City of Roseville and not one store sold to a minor.

“This is the kind of compliance we like to see,” said ABC Sacramento District Administrator Jerry Meyer. “With the Memorial Day holiday weekend upon us, it is encouraging that 22 Roseville stores are checking identifications and refusing to sell to minors, this helps keep young people safe.”

ABC is conducting the compliance checks state-wide 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. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted on a routine basis, the rate has dropped in some cities as low as 10 percent or even below.

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.

Funding for this operation was provided by a grant from the Office of Traffic Safety through the Business, Transportation and Housing Agency. ABC is administering the grant. ABC is a department of the Business, Transportation and Housing Agency under the direction of Secretary E. Dale Bonner, a member of the Governor’s Cabinet.