

DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

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La Perla License Suspended in Pomona for Multiple Violations

“La Perla” Bar will not be able to sell Alcohol for 60 Days

(Pomona) – ABC Investigators have posted a Notice of Suspension at the La Perla Bar located at 663 West Mission Boulevard in Pomona. The suspension notice was posted because ABC investigators discovered the bar was not compliant with the law. As a result, La Perla Bar will not be able to sell alcohol for 60 days. ABC investigators from the Special Operations Unit discovered that a minor was allowed to enter and remain in the premises, the bar also allowed an illegal drink solicitation scheme involving waitresses and a bartender who worked at the bar, One of the waitresses was underage. In addition, it was learned the bar purchased alcohol from someone other than a licensed wholesaler which is a violation of Section 23402 of the California Business and Professions Code

During the investigation, ABC investigators from both the Special Operations Unit and the Monrovia District established that female employees were allowed to solicit the sale of alcoholic beverages from bar patrons, including the undercover investigators. The employees would add a surcharge to their alcoholic beverages for keeping male patrons company. The bar would receive the cash for the alcohol and pay out a commission to the female employee. This type of commission scheme is a violation of section 303a of the California Penal Code, and the profit sharing plan is a violation of Business and Professions Code Section 24200.5(b).

The Department received several complaints from the community regarding the operation of the bar. ABC investigators worked closely with the Pomona Police Department during an on-going investigation to develop information. “We have always enjoyed a solid, working relationship with ABC and we are grateful for their continuous hard work. We partnered together on this case and this establishment is properly being held accountable,” said Lt. Mike Ellis of the Pomona Police Department.

The investigation revealed the establishment was operating in violation of the rules and laws governing the operation of a business with a license to sell alcoholic beverages.

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