Pismo Beach Police Department

PRESS RELEASE

Contact: Sgt. A. Hernandez
Phone: (805) 773-2208
Email: ahernandez@pismobeach.org

FOR IMMEDIATE RELEASE
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Pismo Beach Police Department and ABC Cite Clerks for Selling Alcohol to Minors

Pismo Beach, CA – Details: On Friday, December 15, 2023, the Pismo Beach Police Department and agents from the Department of Alcoholic Beverage Control conducted a Minor Decoy operation in Pismo Beach. The operation involved minors who attempt to purchase alcohol under the direct supervision of law enforcement officers. The minors attempted to purchase alcohol from ten (10) licensees in Pismo Beach. Of these businesses, three (3) clerks sold alcohol to the minor decoy.

The clerks who sold to a minor face a minimum of $250 and 24 to 32 hours of community service for a first violation. In addition, ABC may take administrative action against the alcoholic beverage license of the business where alcohol was sold to a minor. That may include a fine, suspension, or the permanent revocation of the license.

“Conducting these operations allows us to help reduce underage drinking and increase public safety,” said Sergeant Anthony Hernandez.

“Businesses should always check IDs before selling alcohol,” said ABC Director Joseph McCullough. “Preventing access to people not old enough to legally purchase alcohol improves safety on our roadways and in our communities.”

Statistics have shown that young people under the age of 21 have a much higher risk of being involved in a crash than older drivers. About 25 percent of fatal crashes involve underage drinking, according to the National Highway Traffic Safety Administration (NHTSA).

Minor Decoy operations have been conducted by local law enforcement throughout the state since the 1980s. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted routinely, the rate has dropped to below 10 percent in some cities. In 1994, the California Supreme Court ruled unanimously that the use of minor decoys is a valid legal tool of law enforcement to ensure that licensees comply with the law.

Funding for this program was provided by a grant from ABC through the department’s Alcohol Policing Partnership (APP) program.

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About the Department of Alcoholic Beverage Control
The Department of Alcoholic Beverage Control (ABC) is an agency of the government of the state of California charged with the regulation of alcoholic beverages. ABC's mission is to provide the highest level of service and public safety to the people of California through licensing, education, and enforcement. ABC is a department of the Business, Consumer Services, and Housing Agency.

If you would like more information regarding this program, please contact Pismo Beach Police Department Sergeant Hernandez at (805) 773-2208 or ahernandez@pismobeach.org.

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