



# News Release

Promoting  
Responsible  
Alcohol  
Sales and  
Service

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## 100% of Florence businesses tested pass OLCC minor sales check

**FLORENCE, Ore.** – Ten out of 10 businesses in Florence passed an Oregon Liquor Control Commission minor sales check by refusing to sell alcohol to a minor volunteer.

The 100 percent passing rate is well above the 2007 statewide average of 78 percent. "I can't tell you how thrilled we are to get 100 percent compliance," said Pete O'Rourke, OLCC Eugene Regional Manager. "It feels good to know that all of our education efforts are paying off."

The commission performs the minor sales checks in an effort to reduce drinking by minors, which is a serious problem throughout the state. The OLCC tests about 1,300 licensed liquor businesses each year.

The following licensees were tested and passed the compliance check: Heceta Stop "N" Shop, Bi-Mart #664, Rite Aid #5378, H & N Chevron #3, Seagull Bar & Smokehouse, Shell 502, Weber's Fish Market, Safeway Store #363 and Griff's Cleawox Market.

During the checks, a minor volunteer attempts to purchase alcohol from a licensed business to see if staff are checking ID's correctly and refusing to sell alcohol to anyone under 21. Commission inspectors or other law enforcement officers supervise the minor volunteers. The volunteers carry their own legal ID and do not disguise their age or encourage the sale of alcohol.

Businesses in cities with a population of 20,000 or more have an equal chance of being randomly selected for a minor decoy compliance check. A business can also be selected for a compliance check if there is a documented complaint of sales to minors. Businesses in cities with a population under 20,000 are not subject to these selection requirements.

Servers, bartenders and licensees whose employees sell alcohol to the minor or do not verify the minor's age, are subject to OLCC administrative penalties including fines or suspensions. Store clerks who sell can be cited with criminal charges and a minimum \$350 fine.

The OLCC offers a free training course on how to check ID's. Participants learn how to identify false identification and the laws regarding minors and alcohol. Additional training opportunities are available including classes for store clerks and service permit holders. Interested persons can call the local OLCC office to schedule a training session.