



News Briefs

Promoting
Responsible
Alcohol
Sales and
Service

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Legislature changes limits on store acceptance of return cans: OLCC

Small retail stores may now accept fewer return soft drink bottles and cans from customers under changes in the redemption section of Oregon's Bottle Bill.

Under provisions of Senate Bill 707, signed into law earlier this year, retailers with less than 5,000 square feet may decline to take more than 50 returned containers per person per day. However, larger stores of 5,000 square feet or more are still required to take 144 containers a day. Retailers must post signs with this information in areas where containers are returned.

After Jan. 1, 2009, deposits will be required on bottled water containers and stores will make refunds for returns. More information is available on the OLCC's Web site: www.oregon.gov/OLCC.

OLCC signs agent for new Portland liquor store in Pearl District

Malik M. Pirani has been named agent of the Oregon Liquor Control Commission's newest liquor store – in the Pearl District of downtown Portland.

The 2,300 square-foot store is expected to open in November at 900 NE Lovejoy St. -- sharing the location with a specialty shop offering imported and domestic coffee and teas, 100 varieties of bottled water, specialty juices, champagne, caviar, gourmet cheese, premium chocolate, olive oils, balsamic vinegars and other items.

Pirani earned an MBA degree from Portland State University. He owns a multi-unit Subway restaurant chain and has operated several Dunkin' Donuts restaurants.

OLCC seeks minor access plans for temporary event alcohol license

The Oregon Liquor Control Commission proposes to amend its rule on temporary sales licenses (OAR 845-005-0440) to change the fee structure and to require written plans outlining the safety precautions taken if minors are to attend events where alcohol is served.

Earlier this year, the Oregon Legislature passed House Bill 2168, effective Jan. 1, 2008, which amends ORS 471.311 and changes the TSL fee from \$25 per five-hour period to \$50 per day.

Temporary sales licenses are required for qualified organizations and persons selling alcohol during an event with a limited time frame.

Under the rule change, applicants must prepare a written plan for the OLCC that outlines how they will prevent minors from gaining access to alcoholic beverages and portions of the licensed premises prohibited to minors. Failure to follow the written plan could result in a violation and civil penalties.

OLCC alerts parents, licensees to look-alike alcohol energy drinks

The Oregon Liquor Control Commission has joined state attorney generals, the Oregon Partnership, other moderation groups and parents in expressing concern over a new wrinkle in caffeine energy beverages – alcohol-based energy drinks in similar-looking containers that may be attractive to minors.

The OLCC is alerting licensees and parents to ensure that these alcohol energy drinks aren't winding up in the wrong hands. And, during routine compliance visits, OLCC inspectors will check to see if clerks are asking customers for ID on these products.

According to California's Marin Institute, 31 percent of 12- to 17-year-olds and 34 percent of 18- to 24-year-olds regularly consume energy beverages. Producers of alcohol energy drinks such as Rock Star, Sparks and Tilt capitalize on this popularity in their marketing – including using look-alike cans, says the Institute. For instance, the Rock Star brand has both non-alcohol and alcohol-based energy drinks in cans which are very similar in appearance.

"Alcohol energy beverages are legal for adults, but some of the packaging can be confusing and that's what bothers us," said Steve Pharo, OLCC executive director. "Parents can't easily tell the difference between regular and alcohol energy drinks, and some store clerks have even placed the products alongside their non-alcoholic counterparts."

There are also health concerns about young people and the high doses of caffeine bringing on anxiety and panic attacks, increasing blood pressure – and masking the intoxicating effects of alcohol, which may increase risk-taking.

Note: The California-based Marin Institute's Web site is at: www.marininstitute.org.