



# News Release

Oregon Liquor Control Commission  
9079 SE McLoughlin Blvd., Portland, OR 97222-7355  
1-800-452-6522

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For more information: Christie Scott, Public Affairs Specialist, (503) 872-5002  
Jeff Jett, Medford Regional Manager (541) 776-6191  
[www.oregon.gov/olcc](http://www.oregon.gov/olcc)

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## **Ashland businesses pass OLCC check for alcohol sales to minors**

**Medford, OR** – Ten out of 14 businesses in Ashland passed a check for alcohol sales to minors by refusing to sell alcohol to a minor volunteer. The sales check was performed February 11 by the Oregon Liquor Control Commission.

The 71 percent compliance rate was below the 2010 statewide average of 80 percent.

“An extra 30 seconds is all it takes to get a close look at the ID being presented,” said Jeff Jett, Medford Regional Manager. “We encourage folks to take a little extra time to look at the ID to make sure they aren’t selling or serving alcohol to a minor.”

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 1,800 licensed liquor businesses each year. Licensees and their employees can be held liable for alcohol-related damages and injuries if they serve or sell alcohol to a minor.

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. (*Samples of OR Driver Licenses for minor and adult* <http://www.flickr.com/photos/oregonliquorcontrolcommission/sets/72157624623539267/>)

During the sales 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 that identifies them as under 21 and do not disguise their age or lie to encourage the sale of alcohol.

Under Oregon law, 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 and unincorporated areas in counties are not subject to these selection requirements.

**City of Ashland**

14 premises visited: 10 No Sales, 4 Sales – Compliance rate of 71%

<b><u>NO SALES:</u></b>	<b><u>NO SALES:</u></b>
ASHLAND WINE CELLAR 38 LITHIA ST ASHLAND	CALDERA BREWING COMPANY 540 CLOVER LN ASHLAND
LOFT AMERICAN BRASSERIE & BAR 18 CALLE GUANAJUATO ASHLAND	THE GREAT AMERICAN PIZZA CO 1448 ASHLAND ST ASHLAND
ASHLAND LIQUOR STORE #1012 40 LITHIA WY ASHLAND	RITE AID #5385 2341 ASHLAND ST ASHLAND
MUNCHIES RESTAURANT 59 N MAIN ST ASHLAND	STANDING STONE BREWING CO 101 OAK ST ASHLAND
ALEX'S PLAZA RESTAURANT & BAR 35 N MAIN ST ASHLAND	CALDERA TAP HOUSE 31B WATER ST ASHLAND
<b><u>SALES:</u></b>	<b><u>SALES:</u></b>
CREEKSIDE PIZZA BISTRO 92 ½ N MAIN ST ASHLAND	NW PIZZA & PASTA CO 1585 SISKIYOU BLVD ASHLAND
LA CASA DEL PUEBLO 1209 SISKIYOU BLVD ASHLAND	MINUTE MARKET #6 1690 SISKIYOU BLVD ASHLAND

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"Promoting Responsible Alcohol Sales and Service"

*Did you know that in the last two years, the OLCC distributed more than \$343 million to Oregon's General Fund, Cities, Counties, and Drug and Alcohol Abuse Programs? [See the distribution of dollars on OLCC's Website.](#)*