



# News Release

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## Twelve out of 15 Phoenix-Talent & Jacksonville businesses pass OLCC check for alcohol sales to minors

**Medford, OR** – Eighty percent of businesses in Phoenix-Talent and Jacksonville that were checked by the Oregon Liquor Control Commission passed by refusing to sell alcohol to the minor volunteers. The compliance check was performed by the OLCC March 19.

The sales check resulted in an 80 percent compliance rate, which is consistent with the statewide average of 78 percent.

“When licensees and their employees are checking IDs correctly, they’re playing an important role in keeping alcohol out of the hands of minors,” said Jeff Jett, Medford Regional Manager. “Many sales to minors can be avoided by just taking a little longer to really look at the ID being presented.”

<b>Phoenix-Talent &amp; Jacksonville (3/19/10)</b>		
<b>80% Passed</b>		
BELLA UNION 170 W CALIFORNIA TALENT, OR	RAY'S FOOD PLACE #63 425 N 5TH ST JACKSONVILLE, OR	JACKSONVILLE TAVERN 125 W CALIFORNIA JACKSONVILLE, OR
LUMPY'S #2 723 B NORTH MAIN ST PHOENIX, OR	MARIO'S SANDWICHES #1 721 N MAIN ST #D4 PHOENIX, OR	PETRO SHOPPING CENTERS 3730 FERN VALLEY RD PHOENIX, OR
LA ESTRELLA 721 N MAIN ST #B2 PHOENIX, OR	7-ELEVEN STORE 3960 S PACIFIC HWY PHOENIX, OR	HWY 99 MARKET 102 SOUTH PACIFIC HWY TALENT, OR
TALENT CHEVRON 301 W VALLEY VIEW TALENT, OR	TARKS MARKET 215 E WAGNER AVE TALENT, OR	WAL-MART STORE #2069 300 W VALLEY VIEW TALENT, OR
<b>20% Failed</b>		
ROSCOE'S BBQ 117 SOUTH MAIN ST PHOENIX, OR	AVALON BAR & GRILL 105 WEST VALLEY VIEW #1 TALENT, OR	TALENT HARDWARE & LIQUOR 101 N PACIFIC HWY TALENT, OR

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 attached*)

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 or their employees can be held liable for alcohol-related damages and injuries if they serve or sell alcohol to a minor.

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.

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*"Promoting Responsible Alcohol Sales and Service"*