



News Release

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OLCC Commissioners Repeal Tap Labeling Restrictions and Remove Happy Hour Advertising Prohibition

PORTLAND, Ore. – At its monthly meeting June 29, 2017, the Commissioners of the Oregon Liquor Control Commission repealed Tap Labeling restrictions Oregon Administrative Rule (OAR) 845-006-0443. Previously, businesses selling malt beverages on draft were required to affix a label to each tap handle. As the brewing industry has evolved in Oregon, tap houses, breweries and others use multiple methods to list the current malt beverages on tap such as chalk boards, spreadsheets, even LED monitors. Today's market has changed and draft systems are built much tighter, which makes affixing tap handles difficult due to space limitations.

The Commissioners amended Advertising Restrictions OAR 845-007-0020. This rule amendment removes the prohibition on advertising price reductions for alcohol sold for on-premises consumption, also known as "happy hour" advertising. The previous "happy hour" restrictions were difficult to enforce, as third parties are free to publish this information and the OLCC has no authority over the behavior of non-licensees. This rule does, however, maintain the prohibitions on advertising that encourage or promote excessive or rapid consumption.

The Commissioners appointed the following incoming retail liquor store agent at a traditional retail liquor location. The store in Estacada is a pre-existing location:

Estacada #1046 – Ty Meissner

Retail liquor agents are private, independent contractors; they are not state employees. The Retail Services Division of the OLCC works closely with liquor agents to help them understand and follow liquor regulations and store operating procedures.

The Commissioners approved the following liquor licenses with restrictions under stipulated settlement:

La Sen Vietnamese Grill, 13227 SW Canyon Road, Suite B, Beaverton; will receive a Full On-Premises liquor license. Licensee is La Sen Canyon, LLC; Tuan Lam and Cuong Tu Le, members.

North End Saloon, 500 NW Davis St., Portland; will receive a Full On-Premises liquor license. Licensee is North End Saloon, LLC; Skyfall, LLC, Logan Hospitality Group, LLC, and S.Y.G., LLC; members.

O'Downey's Irish Pub, 10 SE Bay Street, Depoe Bay; will receive a Full On-Premises liquor license. Licensee is O'Downey's, LLC; Penny O'Downey, member.

The Commissioners ratified the following fines and liquor license suspensions based on stipulated settlement:

El Sol De Mexico, 1597 NW 9th St., Corvallis; will pay a fine of \$2,310 or serve a 14-day liquor license suspension for two violations. The first violation is for failing to verify the age of a minor before allowing her to buy or be served an alcoholic beverage when she reasonably appeared to be under 26 years old. The second violation is for permitting an employee to mix, sell, or serve alcoholic beverages, or supervise those who do, without a valid alcohol service permit. Licensee is Delacruz and Magana, Inc.; Rafael Delacruz and Bernardo Magana, corporate principals.

Perky's Café, 7620 3rd Street, Turner; will pay a fine of \$1,155 or serve a seven-day liquor license suspension for failing to maintain liquor liability insurance or a bond with a corporate surety in the amount of not less than \$300,000. Licensee is "R" Little Market & Café, LLC; Sharon Boice and Peter Torassa, members.

The Commissioners ratified the following stipulated settlement for failing to verify the age of a minor before allowing him or her to buy or be served an alcoholic beverage when he or she reasonably appeared to be under 26 years of age:

Stop & Go Convenience Store, 1625 N. Roosevelt Drive, Seaside; will pay a fine of \$1,485 or serve a nine-day liquor license suspension. Licensee is Baltek, Inc.; Davinder Sing and Tek Sandhu, corporate principals.

Maru Korean Restaurant, 11211 SE 82nd Ave., Suite V, Happy Valley; will pay a fine of \$1,485 or serve a nine-day liquor license suspension. Licensee is Sushi Avenue, LLC; Bo Seon Han and Grace Han, members.

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