



# EL SEGUNDO POLICE DEPARTMENT

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## Press Release

September 27, 2007

**FOR IMMEDIATE RELEASE:**

### **El Segundo Police Conduct Minor Decoy Operation**

The El Segundo Police Department, in cooperation with the Inglewood District Office of the California Department of Alcoholic Beverage Control (ABC), conducted a joint operation in the City of El Segundo on Wednesday, September 26, 2007. This operation was conducted to check, monitor, and cite liquor licensees who are caught selling alcoholic beverages to minors.

The operation combined an undercover ABC investigator with El Segundo Police Officers who directly supervised a decoy operative as he attempted to purchase alcoholic beverages from licensees in the City of El Segundo. The program is intended to alert the public and the liquor licensees of the increased scrutiny by local law enforcement regarding sales of alcohol to minors.

The key to these operations are the volunteer minors posing as undercover decoys, who under constant supervision by plainclothes officers, make attempts to purchase alcoholic beverages from business establishments. "Our decoy minor was 19 years of age and looked like a minor in his appearance," said Sergeant Kim.

Of the fifteen businesses approached by the minor decoy, three employees of different businesses, Cooke's Family Market located at 300 Richmond Street, Su Casa Restaurant located at 403 Main Street, and the Embassy Suites Hotel located at 1440 E. Imperial Highway sold alcoholic beverages to the minor. Each

employee sold alcohol to the minor even after they asked for and examined his California Driver's License that indicated he was not old enough to purchase alcohol. The three employees were issued misdemeanor citations for sales of alcohol to a minor. The three businesses violating the law will have a license review by the California Department of Alcoholic Beverage Control, and sanctions may be taken.

The following businesses complied with the law and did not sell alcohol to the minor:

Hollymain Liquor	404 Main Street
Rite Aid	220 East Grand Avenue
Village Liquor	506 Center Street
Ralphs	500 North Sepulveda Boulevard
Leonard's Liquor	630 North Sepulveda Boulevard
Mobil Mart	735 North Sepulveda Boulevard
76 Gas Station	603 North Sepulveda Boulevard
Bad Dog Ale	226 Standard Street
Purple Orchid	221 Richmond Street
The Office	206 East Grand Avenue
The Tavern	123 Main Street
La Paz Restaurant	514 Center Street

These businesses will receive a letter from the Department of Alcoholic Beverage Control commending them for being successful in preventing the sale of alcohol to minors.

The public should also be aware that the El Segundo Police Department uses underage decoys in an attempt to have adults purchase alcohol for them outside liquor stores, markets, or convenient stores. This program is known as a Decoy Shoulder Tap.

The goal of these two programs, along with the Every 15 Minutes drinking and driving program at the high school, is focused on reducing the number of alcohol related incidents among juveniles.

Any questions or comments related to these programs should be forwarded to Sergeant Kim of the El Segundo Police Department's Investigative Division (310) 524-2261.