EL SEGUNDO POLICE DEPARTMENT

348 MAIN STREET, EL SEGUNDO, CA 90245
(310) 524-2200
DAVID CUMMINGS, CHIEF OF POLICE

Press Release

July 23, 2008

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 Tuesday, July 22, 2008. This operation was conducted to check, monitor, and cite liquor licensees who are caught selling alcoholic beverages to minors.

The operation combined undercover ABC investigators with El Segundo Police detectives who directly supervised decoy operatives as they 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.

Of the 23 businesses approached by the minor decoys, three employees of different businesses, 7-11 located at 100 W. Imperial Avenue, Rite Aid located at 220 E. Grand Avenue and La Sirena Grill located at 710 Allied Way sold alcoholic beverages to a minor. 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:

Chevron Gas Station	601 Vista del Mar
Hollymain Liquor	404 Main Street
Su Casa	403 Main Street
Tavern on Main	123 Main Street
Richmond Bar & Grill	145 Richmond Street
Purple Orchid	221 Richmond Street
Old Town Patio	115 Richmond Street
Cooke's Market	121 West Grand Avenue
Office Downtown	206 East Grand Avenue
Embassy Suites	1440 East Imperial Avenue
Village Liquor	506 Center Street
Hacienda Hotel	525 North Sepulveda Boulevard
Chile Verde	630 North Sepulveda Boulevard
Leonard's Liquor Store	630 North Sepulveda Boulevard #7
Sizzler Restaurant	600 North Sepulveda Boulevard
Stick & Stein	707 North Sepulveda Boulevard
Teresa's Mosaic Cafe	150 South Sepulveda Boulevard
Cozymel's Mexican Grill	2171 Rosecrans Avenue
Daily Grill	2121 Rosecrans Avenue
Marmalade Café	2014 Park Place

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.

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

Media Contact: Lieutenant Bob Turnbull
rturnbull@elsegundo.org
310-524-2260