



MEDIA RELEASE

SANTA CRUZ COUNTY
Sheriff-Coroner

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Jim Hart
Sheriff-Coroner

Media Release: January 13, 2022 Sheriff's Office Alcohol and Tobacco Decoy Operation

On January 13, 2022, members of the Santa Cruz County Sheriff's Office Alcohol and Tobacco Compliance Unit ran a decoy operation using an undercover minor. The goal of this operation was to limit minors' access to alcoholic beverages and tobacco products in the community.

Minor decoys are under 21 years of age and are under the direct supervision of the compliance Deputies during the operation. During this operation, the minor attempted to purchase tobacco products and/or alcoholic beverages at 11 locations throughout Santa Cruz County.

The decoy attempted to purchase alcohol or tobacco products from the following locations, but was denied:

Live Oak Liquor	1445 Capitola Road (Alcohol)
Hernandez Market	3790 Portola Drive (Alcohol)
Live Oak Super	1445 Capitola Road (Alcohol)
Harbor Liquors	650 Capitola Road (Tobacco)
Great Gas	705 Capitola Road (Tobacco)
Chevron Gas (Aptos)	7719 Soquel Drive (Tobacco)
Safeway Gas (Aptos)	16 Rancho Del Mar (Tobacco)

The minor decoy was sold alcohol or tobacco products at the following locations:

Los Pericos Market	21400 East Cliff Drive
Greater Purpose Brewing	21517 East Cliff Drive
The Point Market	23040 East Cliff Drive
Showtime Pizzeria	7960 Soquel Drive

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