

RESPONSIBLE ALCOHOL MERCHANT AWARDS



Press Release

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83 Local Businesses Recognized 2021 Responsible Alcohol Merchant Award Winners

Santa Cruz County, CA — July 21, 2022— **FOR IMMEDIATE RELEASE**

Santa Cruz County Friday Night Live Partnership (FNL) Youth Council proudly announces the 21st Annual Responsible Alcohol Merchant Awards (RAMA) Program winners! RAMA recognizes Santa Cruz County alcohol merchants who actively work to restrict alcohol sales to minors and are compliant with both local and state alcoholic beverage control regulations. FNL is pleased to recognize 83 businesses that have done honorable and exemplary jobs serving the community and keeping our youth safe.

Participating RAMA merchants who meet all state and local requirements in limiting youth access to alcohol are recognized and rewarded. All merchants nominated are reviewed and approved by local law enforcement. First-year winners receive a certificate and multi-year winners receive a plaque that they display to illustrate their commitment to limiting youth access to alcohol and actively promoting a healthy community.

FNL youth worked in collaboration with Community Prevention Partners (CPP), to conduct interviews in person, and over the phone with merchants to assess their carding policies, employee training procedures, product promotion, store layout, and security measures to deter theft. "I love being in RAMA due to the fact that youth can build so many skills like leadership, community speaking, and building confidence," shared Cesar Rodriguez, incoming senior in high school. To complete the assessments, FNL youth conducted store assessments to evaluate compliance with Lee Law, which contains a window signage provision prohibiting off-sale retailers from covering more than 33% of store windows with alcohol ads.

RAMA is a program of Santa Cruz County Friday Night Live Partnership, Project CURB (Communities United to Reduce Binging), and Community Prevention Partners Coalition. Funding for this program was provided by a grant from the California Office of Traffic Safety. For additional information, please contact us at (831) 454-4974. Sincere congratulations and thanks to these merchants for making Santa Cruz County a safer community.

Responsible Alcohol Merchant Award Winners 2021:

Exemplary First-Time Winners:

Jackson's Extra Mile
New Bohemian

Exemplary Ongoing Winners:

7 Eleven 2233 17296
7 Eleven 2233 29795 B
Boulder Creek American
Chevron 90499
Circle K 76, Capitola
Crows Nest Restaurant
CVS Pharmacy Store 9853
El Pueblo Food #11
Grocery Outlet
Johnnies Market
M&V Boulder Creek Liquors
Palm Market and Deli
Quik Stop Market 63
Quik Stop Markets 66
Safeway Inc 786
Scotts Valley Union 76
Staff of Life Natural Foods
Valero Corner Store 3529
Wild Roots Market, Boulder Creek
Wild Roots Market, Felton

Honorable First-Time Winners:

41st Avenue Liquors Inc
Arco J&H Retail LLC
Bridge Street Grocery & Liquor
Castaways
East End Gastropub
El Frijolito Restaurant
Freedom Meat Locker
Gaby's Restaurant
Golden City Chinese
Hecker Pass Market
Hula's Island Grill
Imura Japanese Restaurant
Live Oak Supermarket
Lulu's Fiesta Liquors
Motiv
Orchard Park Market
Suda

Tam's Chinese Cuisine
Taqueria Mi Tierra
Taqueria Mi Tierra II

Honorable First-Time Winners Continued:

Toya Sushi
Upper Crust Pizza & Pasta
Veruttis Liquors 41st Ave

Honorable Ongoing Winners:

7 Eleven 2233 14280
7 Eleven 2233 14282
7 Eleven 2233 14294D
7 Eleven 2233 20608
Betty Burgers
Cactus Corner Deli
Chili's Bar & Grill
Corralitos Market & Sausage Company
CVS Pharmacy Store 9796
D'La Colmena Inc
Deke's Market
Don Rafas
El Altano
El Palomar
Ernie's Liquor
Felton Valero
Four Corners Market
Hacienda Shell
Harvest Moon Market
Hernandez Market I
Hindquarter Bar & Grill
La Tiendita Market
Las Palmas Taco Bar
Leo's Liquors
Live Oak American
Parish Public House
Quik Stop Market 78
Redwood Keg
Rite Aid Store 5966
Safeway 1929
Safeway Inc 300
Santa Fe Mercado

Soquel Shell
The Sand Bar
Trader Joe's 193
U Save Liquors
Watsonville Exxon
West End Tap