

# RESPONSIBLE ALCOHOL MERCHANT AWARDS



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## Press Release

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## 81 Local Businesses Recognized as 2020 Responsible Alcohol Merchant Award Winners During Friday Night Live Advocacy Day

Santa Cruz County, CA — May 11, 2021 — **FOR IMMEDIATE RELEASE**

Santa Cruz County Friday Night Live (FNL) Youth Council are proud to announce the winners of the 20<sup>th</sup> Annual Responsible Alcohol Merchant Awards (RAMA) Program! 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 youth recognized and presented 2020 RAMA awards to 81 businesses during a FNL Advocacy Day virtual event on April 23<sup>rd</sup>, to honor merchants' dedication to reduce youth access to alcohol in our community. FNL Advocacy day allowed Santa Cruz youth to raise awareness of the FNL program, issues that affect them, and to strengthen community partnerships.

RAMA winners are selected through an interview process that assesses policies and practices including ID checking, employee training, store layout and security measures to deter ease of access and theft. Youth also conducted store photo assessments to evaluate compliance to the Lee Law, which prohibits off-sale retailers from covering more than 33% of store windows with advertising. 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.

RAMA is a program of Santa Cruz County Friday Night Live Partnership, Project CURB (Communities United to Reduce Bingeing) and is supported by Community Prevention Partners Coalition. Funding for this program was provided by a grant from the California Office of Traffic Safety. For additional information about joining FNL or to become a RAMA merchant 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 are:

**Honorable First Time Winners:**

Brady's Yacht Club  
Betty Burgers Trout Gulch Rd.  
Burger.  
Cantine  
Forty First Avenue Liquors Inc  
Hula's Island Grill  
La Posta  
M Bee Liquor Store  
Mumbai Delights  
Soif  
The Jury Room  
The Ugly Mug  
Zameen At The Point  
Zameen at the Hanger  
Zameen Mediterranean Cuisine

**Honorable Ongoing Winners:**

Barsi's Liquor  
Betty Burgers 41st Ave  
Betty's Eat Inn Downtown  
Betty Burgers Seabright  
Boulder Creek American  
Capitola 76  
CVS Pharmacy Mission St #9332  
D'La Colmena Inc  
Don Rafas  
El Pueblo Market  
Exxon Main St  
Food Maxx Main St #486  
Freedom Meat Locker  
Harvest Moon Market  
Hindquarter  
La Tiendita Market  
Nob Hill Foods Main St #617  
Olivia's Cafe  
Quick Stop Market Scotts Valley Dr #101  
Ride Aid Rancho del Mar #5965  
Safeway Graham Hill Rd #786  
Safeway Rancho del Mar #640  
Scotts Valley Union 76  
Seabright Social  
Seacliff Plaza Store  
Shell Gas Station 41st Ave  
Sotola Bar & Grill  
Tony & Alba's Pizza and Pasta  
Village Bottle Shop  
Walgreens Freedom Blvd. #2810

**Honorable Ongoing Winners, Cont.**

Walgreens Soquel Ave 3158  
Watsonville Valero, E. Lake  
West End Tap & Kitchen  
Whole Foods Market Soquel Dr  
7 Eleven Cardiff Pl #2233 14282  
7 Eleven Mission St #2233 29795

**Exemplary Ongoing Winners:**

Applebee's  
Aptos Natural Foods  
Chevron Soquel Dr  
CVS Pharmacy Bay Ave #9960  
CVS Pharmacy Graham Hill Rd 9853  
CVS Pharmacy Rodriguez St #9796  
Days Market  
Ernie's Liquor  
Four Corners Market  
Leo's Liquors  
Live Oak American  
Nob Hill Mt Hermon Rd #620  
Pajaro Valley Chevron  
Palm Market and Deli  
Parish Publick House Aptos  
Quik Stop Hwy 9 #66  
Quik Stop Market E Lake Dr #63  
Quik Stop Market Porter St #37  
Quik Stop Market Soquel Dr #78  
Redwood Keg  
Rite Aid Hwy 9 #5968  
Rite Aid 41st #05966  
Rotten Robbie Mission St #35  
Staff of Life Natural Foods  
Valero Graham Hill Rd  
Whole Foods Market 41st Ave  
Wild Roots Market Hwy 9, Boulder  
Creek  
Wild Roots Market Hwy 9, Felton  
7 Eleven Ocean St #2233 14279  
7 Eleven Portola Dr #2233 14280