



FOR IMMEDIATE RELEASE
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South San Francisco Police Department Partners with Neighboring Agencies and ABC Regarding the Sale of Alcohol to Minors

South San Francisco – The South San Francisco Police Department conducted a joint operation with the San Bruno Police Department, the Pacifica Police Department, and agents of the California Alcoholic Beverage Control (ABC) resulting in issuing two clerks citations for selling alcohol to minors on Friday, June 20th, 2025. The actions were the result of a Minor Decoy operation in which minors under the direct supervision of law enforcement, attempted to purchase alcohol from 29 retail licensees in the cities of South San Francisco, San Bruno, and Pacifica.

ABC may take administrative action against the alcoholic beverage license of the business where alcohol was sold to a minor. That may include a fine, a suspension of the license, or the permanent revocation of the license.

"Minor Decoy operations hold accountable those who sell alcohol to minors," said ABC Chief Deputy Director Frank Robles. "Keeping alcohol away from youth is a priority."

Statistics show that minors have a higher rate of drunk driving fatalities than the general adult population. About 25 percent of alcohol-related crashes involve underage drinking, according to the National Highway Traffic Safety Administration (NHTSA).

Minor Decoy operations have been conducted by local law enforcement throughout the state since the 1980s. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted on a routine basis, the rate has dropped to below 10 percent in some cities. In 1994, the California Supreme Court ruled unanimously that the use of minor decoys is a valid law enforcement tool to ensure that licensees comply with the law.

Funding for this program was provided by a grant from the Office of Traffic Safety through the National Highway Traffic Safety Administration.

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About the Department of Alcoholic Beverage Control

The mission of the Department of Alcoholic Beverage Control is to provide the highest level of service and public safety to the people of the State through licensing, education, and enforcement.