



# NEWS RELEASE

---

---

## SANTA CRUZ COUNTY Sheriff-Coroner

5200 Soquel Avenue, Santa Cruz, CA 95062  
(831) 454-7611 FAX: (831) 454-7608

**Jim Hart**  
Sheriff-Coroner

## Tobacco Retailer Compliance Operations

**Cases:** 17-07132, 17-07135, 17-07136, 17-07141, 17-07143, 17-07169, 17-07170, 17-07172, 17-07172, 17-07175

**Date of Incident:** August 23<sup>rd</sup> and 24<sup>th</sup>, 2017

**Location:** Tobacco Retailers, Unincorporated areas of Santa Cruz County

**Charges:** 308(a)(1)PC – Sales of tobacco to someone under 21 years old.

On June 9<sup>th</sup>, 2016, California legislation raised the legal age to purchase tobacco from 18 to 21 years old. During the months of June and July, 2017, Santa Cruz Sheriff's Office staff went to licensed tobacco retailers throughout Santa Cruz County reminding the owners and/or management in writing of the raised legal age limit and notifying them of a potential decoy program that would be used to verify that retailers were abiding by the new regulations.

During August 23<sup>rd</sup> and 24<sup>th</sup>, 2017, the Sheriff's Office conducted decoy operations throughout Santa Cruz County. The Sheriff's Office went to 20 retailers during this operation. The Sheriff's Office used a decoy that was 18 years old. The decoy was instructed to purchase a tobacco product from the retailers. The decoy was instructed to provide the retailer his/her identification if asked by the clerk that would demonstrate they were under age.

The Sheriff's Office found the following retailers were **in** compliance during the decoy operation:

Rio Market, 139 Esplanade, Aptos  
Quick Stop Market #8063, 2303 E Lake Avenue, Watsonville  
Brothers Market, 202 Buena Vista Drive, Watsonville  
831 Smoke Shop, 2851 Soquel Avenue, Santa Cruz  
Mobil Gas Station, 2680 Soquel Avenue, Santa Cruz  
Santa Cruz Gas Company, 705 Capitola Road, Santa Cruz  
Harbor Liquor and Wine, 650B Capitola Road, Santa Cruz  
Shell Soquel, 2700 Soquel Avenue, Santa Cruz  
M. B. Liquors, 21509 E Cliff Drive, Santa Cruz  
7-Eleven Store 2233-14280F, 3036 Portola Drive, Santa Cruz

The Sheriff's Office found the following retailers were **not** in compliance during the decoy operation:

Cigar Palace, 2732 41<sup>st</sup> Avenue, Santa Cruz  
Deke's Market, 334 7<sup>th</sup> Avenue, Santa Cruz

Valero Corner Store #3529, 1701 Capitola Road, Santa Cruz  
Live Oak American, 1200 17<sup>th</sup> Avenue, Santa Cruz  
Pleasure Point Wine and Spirits, 3750 Portola Drive, Santa Cruz  
Hecker Pass Market, 3 Hecker Pass Road, Watsonville  
Harvest Moon Market, 518 Green Valley Road, Watsonville  
Cabrillo Liquor Beer and Wine, 5380 Soquel Drive, Soquel  
Deer Park Service Station, 795 Rio Del Mar Boulevard, Aptos  
Seascape Village Wine and Spirits, 20 Seascape Village, Aptos

Citations were issued for a violation of 308(a)(1) of the California Penal Code, a misdemeanor. The penalty for the citation could include a fine of up to \$200 for the first offense, \$500 for a second offense and \$1,000 for the third offense.

The Sheriff's Office will be continuing to run decoy operations throughout the County in an effort to increase the compliance of our local retailers. The Sheriff's Office is working in partnership with the Santa Cruz County Health Services Agency and the Tobacco Education Program.

Authored by: Sergeant Peter Hansen /August 25, 2017

*Follow us on...*

