

RESPONSIBLE ALCOHOL MERCHANT AWARDS



Press Release

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60 Local Businesses Recognized 2022 Responsible Alcohol Merchant Award Winners

Santa Cruz County, CA — April 26, 2023— **FOR IMMEDIATE RELEASE**

Santa Cruz County Friday Night Live Partnership (FNL) Youth Council proudly announces the 22nd 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 60 businesses that have done honorable and exemplary jobs serving the community and keeping our youth safe. For honorable nominations, merchant scores are either “acceptable” or “excellent”. For exemplary nominations, merchants score “excellent” in every single category.

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. 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) 454-5004. Sincere congratulations and thanks to these merchants for making Santa Cruz County a safer community.

Responsible Alcohol Merchant Award Winners 2022:

Exemplary First-Time Winners:

Hecker Pass Market
Live Oak Supermarket
New Bohemia
Orchard Park Market
Pointside Meat Shop

Exemplary Ongoing Winners:

7 Eleven 2233 17296
7 Eleven 2233 20608
7 Eleven 2233 26525
7 Eleven 2368 39689A
76 Mt Hermon Rd
Boulder Creek American
CVS Pharmacy Store 9853
Cactus Corner Deli
Circle K Capitola 76
Days Market
Deke's Market Boulder Creek
Deluxe Foods of Aptos
Felton Valero
Four Corners Market
Hacienda Shell
Hernandez Market I
Jackson's Extra Mile
La Tiendita Market
Leo's Liquors
M&V Boulder Creek Liquors
New Leaf Community Markets
Nob Hill Foods 615
Ocean (76) or Shell
Pajaro Valley Chevron
Palm Market and Deli
Pinnacle 365
Quik Stop Market 63
Quik Stop Market 78
Quik Stop Market No 101
Rey's Produce
Rite Aid 5965
Rite Aid Store 5966
Safeway 786
Santa Fe Mercado
Seascape Foods
Staff of Life
Trader Joe's 193
Wild Roots Market Boulder Creek
Wild Roots Market Felton

Honorable First-Time Winners:

Ben Lomond Liquors
Tam's Chinese Cuisine

Honorable Ongoing Winners:

Arco
Ben Lomond Market
CVS 9796
DJ's Mini Mart
Don Rafas
Ernie's Liquor
Food Maxx 486
Grocery Outlet
Lalo's Liquor
Live Oak American
Quik Stop Markets 66
Shopper's Corner Inc
Staff of Life Natural Foods
Village Bottle Shop