



State of Arizona  
Department of Liquor Licenses and Control

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## Press Release

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FOR IMMEDIATE RELEASE

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### GRANT MONEY IMPROVES STATEWIDE LIQUOR COMPLIANCE

PHOENIX - The Department of Liquor is Arizona's enforcement and regulatory agency for the state's 12,000 liquor-licensed businesses. The agency was recently awarded a \$25,000 grant from the Governor's Office of Highway Safety (GOHS) to fund officer's participation in statewide DUI-underage drinking task force operations.

Michael Rosenberger, Deputy Director in charge of the agency's 14 sworn officers, explains, "In addition to a liquor officer's routine responsibilities, which include inspections of new and existing liquor-licensed businesses, grant funds allow us to schedule overtime for Covert Underage Buyer (CUB) details, and multi-agency presence at world class events such as Super Bowl and Waste Management Open, Barrett-Jackson, and annual events like Spring Break, Prom, Cinco de Mayo, and Fiesta Bowl."

Rosenberger continues, "To prevent violations from happening in the first place, we also carve out overtime to educate. This department has provided free liquor law and fake ID training to approximately 800 people in the past 12-months. Course participants are liquor business owners, their staff, and law enforcement liaisons. We recognize that responsible operators want to be in compliance with Arizona liquor laws. The challenge is in understanding and applying liquor laws which change every year. Training creates an opportunity for interaction between liquor officers and licensees. We get straight to the point about new laws, answer specific questions, and explain how laws will be enforced. During these conversations, officers learn about industry trade practices and licensee's challenges. The learning goes both ways which is invaluable to public safety and compliance. Everyone wins!"

Rosenberger added, "With grant funding come specific requirements for the agency. One requirement is that liquor officers take an "aggressive" approach to enforcement to correct the offending underage person's behavior in a way that will make a lasting impression. Standard enforcement doesn't always result in permanent change. The "aggressive" enforcement requirement applies not only to individuals, but to businesses - bars and restaurants that serve liquor to underage patrons. Based on circumstances, licensees may face stiff administrative fines, suspensions, or revocations."

Alberto Gutier, Director of GOHS, explained, "The Department of Liquor, and dozens of other state, local, and tribal enforcement agencies, receive grant funds and use them to promote roadway safety through the DUI Task Force and other Governor's Office of Highway Safety public safety endeavors. Collaboration between statewide law enforcement agencies is essential to our success."

Citizens concerned about the sale of liquor to underage persons are encouraged to call 1-877-668-5345, Arizona's Underage Drinking Hotline. Violations may also be reported on the homepage of the website at [www.azliquor.gov](http://www.azliquor.gov).

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