

Date

Honorable Tony Mendoza
California State Senate
State Capitol, Room 5100
Sacramento, CA 95814

RE: SB 271, Responsible Alcoholic Retailer Bill - Support

Dear Senator Mendoza:

This letter is to show strong support for Senate Bill 271 (Mendoza), which is critical to assisting alcohol licensees with the proper training and support needed to ensure minors are protected from improper alcohol sales.

Many times when a sales violation occurs, no education is provided to help prevent that infraction again. The licensee is usually not onsite for the violation. This bill will to help strengthen licensees' knowledge of best practices to prevent sales to minors. The licensees will in turn pass this knowledge to their employees. The current system of fines, suspension and license revocation is not enough to protect minors. The key to being a responsible retailer is education.

For these reasons, we strongly support and encourage the passage of SB 271.

Sincerely,