



# SAN BENITO COUNTY

HEALTH & HUMAN SERVICES AGENCY

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**PUBLIC HEALTH SERVICES**  
*Healthy People in Healthy Communities*

## Tobacco Retailer Compliance Operations in Hollister Press Release

**FOR IMMEDIATE RELEASE**  
16 October 2017

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On June 9<sup>th</sup>, 2016, California legislation raised the legal age to purchase tobacco from 18 to 21 years old. This new law is 308(a) (1)PC – Sales of tobacco to someone under 21 years old. During the months of June and July, 2017, Hollister Code Enforcement (HCE) staff visited all tobacco retailers in Hollister to remind 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.

On October 12<sup>th</sup>, 2017, HCE, along with San Benito County Public Health Services (PHS) and youth decoys, ranging in ages 18 to 20, conducted compliance operations at all retail establishments that sell tobacco products in Hollister; 23 in total.

During the compliance operations 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. A sale was made if the cashier did not check ID and provided the tobacco product to the decoy.

HCE found the following retailers were **in** compliance during the decoy include:

City Gasoline	Nash Road Mini-Mart
Discount Liquors	Pacheco's Express Way
G& J Liquor Mart	Quick Stop #129
Hollister Chevron	Quick Stop #131
Hollister Liquors	Ranch Gas & Food
Hollister Supermarket #1	Safeway Fuel Stations
Hollister Supermarket #2	Smoker's Paradise
La Barata Market	Smokey Pete's Smoke Shop
Larry's Liquors	Westside Liquors
Los Cuates Meat Market	7-11

HCE found the following retailers were **not** in compliance during the decoy operation:

Diaz Liquors  
Home Town Gasoline  
Shop and Save Gas and Retail Market

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“In order to prevent youth tobacco use, comprehensive regulations such as 308(a) (1) PC that reduce the affordability and accessibility of tobacco products must be implemented or enforced. I commend our policy makers for passing a strict retail license ordinance and local enforcement agency for making tobacco compliance operations a priority for our community,” said Dr. Newel, San Benito County Public Health Officer.

Quote from HCE Chief.....

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.

HCE will be continuing to run decoy operations in an effort to increase the compliance of our local retailers. For additional information related to this compliance operations please contact HCE at (831) 636-4356 or PHS at (831) 637-5367 or go to their website at <http://hhsa.cosb.us/divisions/public-health>.

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