County of Santa Cruz

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Press Release

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COUNTY OF SANTA CRUZ RECOGNIZES 50 LOCAL BUSINESSES AS RESPONSIBLE ALCOHOL MERCHANTS

SANTA CRUZ COUNTY, CA – Santa Cruz County Friday Night Live (FNL) Partnership youth are excited to announce the winners of the 26th annual Responsible Alcohol Merchant Awards (RAMA) Program. RAMA recognizes Santa Cruz County alcohol merchants who actively work to restrict alcohol sales to minors, reduce instances of impaired driving, and are compliant with both local and state alcohol beverage control regulations. This year's 50 recognized businesses demonstrate a commitment to keeping alcohol out of the hands of minors and helping make our community safer.

To directly address the issue of underage sales, FNL youth conduct on-site evaluations with merchants to assess their carding and training procedures, store layout, and security measures to deter theft. Merchants who meet all state and local requirements in limiting youth access to alcohol are recognized. All merchants nominated are reviewed and approved by law enforcement partners. Winners receive a certificate that they may display to acknowledge their commitment to preventing underage drinking and impaired driving.

RAMA is a program of the Santa Cruz County Friday Night Live Partnership and the County of Santa Cruz Impaired Driving Prevention Program. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. For additional information, please contact us at (831) 454-5483.

2026 Responsible Alcohol Merchant Award Winners are:

Live Oak American, 17th Ave.

BevMo!, 41st Ave.

Trader Joe's 64, Clares St.

CVS, Bay Ave.

Nob Hill Foods, Bay Ave.

Grogg Shop, Hubbard St.

U Save Liquors, Almar Ave.

Quik Stop Market, Soquel Dr.

41st Liquor & Market, 41st Ave.

Quick Stop, Porter St.

Pinnacle 365 Shell, Soquel Ave.

Deke's, 7th Ave.

Whole Foods, Soquel Ave.

Cabrillo Liquors, Soquel Dr.

American Gas, Highway 9

Ben Lomond Liquors, Highway 9

Wild Roots, Highway 9

Leo's Scotts Valley Liquors, Scotts Valley Dr.

7-Eleven, Mt. Hermon Rd.

Scotts Valley Quik Stop, Scott's Valley Dr.

Grocery Outlet, Morrissey Blvd.

Toque Blanche, Pacific Ave.

Pinnacle Station Shell, 1 Hacienda Dr.

CVS Pharmacy, Graham Hill Rd.

Trader Joe's, Front St.

Deluxe Foods Aptos, Rio Del Mar

Capitola Coast Gasoline, 41st Ave

Four Corners Market, Amesti Rd.

Grocery Outlet Bargain Market, 17th Ave.

Don Rafa's Super Mercado, Riverside Dr.

El Pueblo Market, Union St.

Lalo's Liquors, Riverside Dr.

Cactus Corner Grocery & Deli, Freedom Blvd.

FoodMaxx, Main St.

Vallarta Supermarkets, Freedom Blvd.

Johnnie's Super Market, Highway 9

Wild Roots, Highway 9

Safeway, Graham Hill Rd.

Felton Fair Liquors, Graham Hill Rd.

Chevron, Highway 9

Quik Stop, Highway 9

Zayante Creek Market and Deli, Zayante Rd.

Nob Hill Foods, Mount Hermon Rd.

Walgreens, Mount Hermon Rd.

Hernandez Market 1, Portola Dr.

Rotten Robbie, Mission St.

Chevron, 41st Ave.

Chevron, Soquel Ave.

CVS, Mission St.

Safeway, Mount Hermon Rd.

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