



MIDDLETON POLICE DEPARTMENT

7341 Donna Drive Middleton, WI 53562

Brad Keil - Chief of Police

MEDIA RELEASE

10/11/2011 3:00 PM

SUBJECT: Alcohol Compliance Checks

INCIDENT DATE/TIME: September / October

LOCATION: City of Middleton

CONTACT: Captain Noel Kakuske (824-7300)

In September and October, the Middleton Police Department conducted another round of alcohol compliance checks. The purpose of this effort was to determine the degree to which licensed establishments complied with laws relating to the sale of alcoholic beverages to underage persons. **The current round of 34 checks yielded a compliance rate of 79%.**

Twice in 2011, all licensed establishments in the City of Middleton were notified by letter that compliance checks would be conducted. A citizen volunteer, who is currently 19 years old, was used to complete these checks. No attempts were made to misrepresent the volunteer's age or to distract the business employee. If requested, the volunteer provided his actual Wisconsin photo driver's license which clearly indicated that he was not of legal drinking age. The Wisconsin driver's license was printed vertically, indicating they were under the legal drinking age at the time of issuance, and also had the date that he would be 21 years old clearly printed on the front. If questioned by a business employee, the volunteer verbally provide their actual age. The volunteer worked under the supervision of police officers and was under continuous observation.

Seven persons were cited for selling alcoholic beverages to an underage person, which could result in a \$361.00 fine. They may also face sanctions from their employers. The City's Alcohol Licensing Committee will review the compliance checks results.

The following establishments unlawfully sold alcohol to a minor during this operation:

1. Cenex Convenience Store , 1755 Pleasant View Road
2. PDQ Convenience Store, 6519 Century Avenue
3. PDQ Convenience Store , 5301 South Ridge Way
4. Walgreen's, 2010 Branch Street

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5. Quaker Steak and Lube, 2256 Deming Way
6. Monk's Bar & Grill, 8313 Murphy Drive
7. The Club Tavern, 1915 Branch Street

The diligence of those establishments who passed the compliance checks is both expected and applauded. The businesses that passed the compliance checks were:

1. World Market, 1700 Deming Way
2. Kelley's Market Convenience Store, 8613 University Green
3. Barrique's Wine and Spirits, 1901 Cayuga Street
4. Cenex Convenience Store, 7515 University Avenue
5. PDQ Convenience Store, 2002 Parmenter Street
6. PDQ Convenience Store, 7508 Century Avenue
7. A&R Convenience Store, 3111 Parmenter Street
8. Mystical Liquor, 1005 North Gammon Road
9. Tobacco Outlet, 6621 University Avenue
10. The Garden Asian Market, 6136 University Avenue
11. Neil's Liquor, 2415 Allen Boulevard
12. CVS Pharmacy, 6210 Century Avenue
13. Abarrotes Yremi, 2620 Allen Boulevard
14. Village Green, 7508 Hubbard Avenue
15. Hody Bar and Grill, 1914 Aurora Street
16. Nitty Gritty, 1021 North Gammon Road
17. Abuelo's, 2229 Deming Way
18. PF Chang's, 2237 Deming Way
19. Claddagh Irish Pub, 1611 Aspen Commons
20. Cheeseburger in Paradise, 1601 Aspen Commons
21. TGI Friday's, 1610 Deming Way
22. Tanner's Bar and Grill, 1611 Deming Way
23. Paul's Neighborhood Bar, 2401 Parmenter Street
24. The Bowling Green, 7625 Lisa Lane
25. Branch Street Retreat, 2644 Branch Street
26. The Bristled Boar, 2611 Branch Street
27. Mid-Towne Pub, 2405 Allen Boulevard

Additional compliance checks will be conducted in 2012.