



NEWS RELEASE

For more information, contact:

Lieutenant Andy Jashinske
 Bellevue Police Department
 Work: (402) 293-2775
 Cell: (402) 630-4831
 Chris Wagner, Executive Director
 Work: (402) 963-9047
 Cell: (402) 516-5765

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24 Omaha Metro Businesses Cited for Selling Alcohol to Minors *Law enforcement committed to preventing underage drinking during pandemic*

OMAHA, NEB - During a series of compliance checks at off-sale alcohol retailers in Douglas and Sarpy Counties during the months of July and September, 24 businesses were cited for selling alcohol to a minor.

The checks resulted in 24 (9%) of 271 retail outlets being cited for selling alcohol to a minor. A summary sheet of the compliance check results and a full list of businesses checked are available by [clicking here](#).

According to recent survey data from RTI International, adults are drinking more alcohol during the coronavirus pandemic. The results show that a person's average drinks per day has increased by 27 percent, while the frequency of binge drinking increased by 26 percent. Researchers believe this increase also applies to underage drinkers.

"It has been reported that alcohol sales have increased during the pandemic. This time has been an excellent opportunity for us to confirm that businesses continue to prioritize the refusal of sales to minors," said Bellevue Police Department Lieutenant Andy Jashinske. "The safety of our children and communities is our number one priority."

Four businesses cited are facing enhanced penalties due to prior sale to minor violations within the last four years, the time frame used by the Nebraska Liquor Control Commission (LCC) to assess penalties. If found guilty, they will face mandatory days of closure (no alcohol sales allowed) and days of suspension that can be paid off

as a fine at \$100 per day according to the [LCC's penalty guidelines](#). Those businesses include:

- **Aldi 43, 4801 N 30th St**, Omaha (3/19);
- **La Economica, 5520 S 36th St**, Omaha (3/19, 12/14);
- **Mega Saver, 7204 Blondo St**, Omaha (5/18);
- **Mega Saver, 1357 NW Radial Hwy**, Omaha (7/18).

The other 20 businesses are facing their first sale to a minor violation within the last four years. If found guilty by the LCC, these businesses could be facing 10-20 days of suspension that they could choose to pay off as a fine at \$50 per day in lieu of suspension.

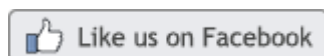
Due to regulatory changes intended to aid alcohol retailers during the pandemic, it's easier than ever to access alcohol in the State of Nebraska, which creates more costs and harms in communities across the state. Law enforcement operations to prevent both retail and social access to alcohol by youth will continue.

Forty officers from the Bellevue Police Department, La Vista Police Department, Omaha Police Department, and Sarpy County Sheriff's Office participated in the four-day, enhanced underage drinking enforcement effort.

To report underage drinking or adults providing alcohol to minors, call the statewide tip line at **1-866-Must-B-21 (687-8221)**. **It's anonymous, and it's the right call.** Individuals are urged to call 911 to report an underage drinking party in progress.

Heightened enforcements are supported by the Nebraska Department of Transportation - Highway Safety Office and Grant #93.243 under the Strategic Prevention Framework-Partnership for Success Grant from the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention through the Nebraska Department of Health and Human Services and Region 6 Behavioral Healthcare. The Nebraska Department of Transportation - Highway Safety Office also funds the tip line. Project Extra Mile helped to coordinate the enforcement efforts.

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Mission: Advocating for evidence-based policies and practices to prevent and reduce alcohol-related harms.



Project Extra Mile | 11620 M Circle | Omaha | NE | 68137