



March 20, 2017

Senator Steven Glazer
Chair, California Senate Governmental Organization Committee
1020 N Street, Room 584
Sacramento, CA 95814

via fax: 916 445-5258

**RE: OPPOSE SB 271 (Mendoza) Alcoholic beverages: tied
house restrictions: advertising**

Dear Chairman Glazer:

Alcohol Justice (formerly Marin Institute) is a respected alcohol industry watchdog that has been a leading alcohol research and advocacy institution for more than 30 years.

Alcohol Justice is opposed to SB 271 because while education for responsible retailing is important, it should be a license requirement. Instead this bill further delays the ABC's ability to take action against a problem retailer. There should be no second-chances when youth are threatened by illegal alcohol sales.

Most importantly, we oppose SB 271 because California already suffers more than \$35 billion dollars in alcohol-related harm and 10,500 alcohol-related deaths annually. If SB 582 is passed and signed into law it will negatively impact public health and safety and increase the potential of alcohol-related problems.

Please vote NO on SB 271.

Sincerely,

Bruce Lee Livingston

Bruce Lee Livingston
Executive Director / CEO

*cc: - Members of Senate Committee on Governmental Organization
- Senator Mendoza (author) via fax 916 651-4932*