

# GRAND JUNCTION GRAPEVINE

City of Grand Junction

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## Free Drinks

Alcohol sales and service is a competitive and highly regulated industry. Licensees are always trying to find creative ways to attract customers, however, one method currently in use by some licensees may be illegal, and could put a licensee's license in jeopardy.

The tactic of offering free drinks either for a period of time or to a certain people (i.e. students or females) as an enticement into an establishment has repercussions to liquor licenses. A license is defined as a "...grant to a licensee to manufacture or *sell* malt, vinous or spirituous liquors..." (Colorado Revised Statutes, section 12-47-103 (13)). A sale is defined as, among other things, "...to deliver for value or in any other way other than gratuitously..." (Colorado Revised Statutes, section 12-47-103 (34)). Only if you are a hotel, may you provide complimentary alcoholic beverages, and only then, in sealed containers (Colorado Revised Statutes, section 12-47-411 (3)(a)).

Why would the City care about a business furnishing free drinks? The giving away of drinks is generally an enticement to purchase

more alcohol. If a person starts off drinking for free, it is more likely that person will become intoxicated, and if you serve too much, you will potentially lose your license. Section 12-47-901 (a) prohibits the sale or giving away of alcohol to a visibly intoxicated person—something which is more difficult for the licensee to control if drinks are complimentary. Regulation 47-900 also requires licensed premises to be conducted in a, "...decent, orderly, and respectable manner..." The serving or loitering of visibly intoxicated persons or "...rowdiness, undue noise, or other disturbances or activities offensive to the senses of the average citizen..." are also prohibited. Again, the giving away of drinks makes it more likely that persons will become intoxicated which could lead to the activities stated above.

Stephanie Rubinstein, City Staff Attorney

## Congratulations on your New License

- Safeway Store #2625, 681 Horizon Drive, 3.2% Off Premise
- Chester L. Allen and Janet Gardner, dba Boomers, 436 Main Street, Tavern

## Due to Renew

WW Peppers	10/01
Loco #16	10/02
N. Ave. Liq.	10/10
Dos Hombres	10/14
Taq. Guadalajara	10/16
Pablo's Pizza	10/18
Quincy's	10/19
Grand China	10/21
Dolce Vita	10/22
This is It Groc.	10/22
College Liq.	10/28
Big Cheese	11/01
The Corral	11/06
Loco #12	11/07
Thunder Mt.	11/12
Acorn Food	11/13
Suehiro's	11/13
Conchita's	11/14
Shake Rattle&Roll	11/14
Junct'n Sq.	11/16
Cabaret	11/17
Rite Aid #6178	11/19
La Bamba	11/20
Applebee's	11/28
Chelsea's Pub	11/28
Capers	11/30
Il Bistro	12/01
Freeway Bowl	12/02
Wrigley Field	12/04
Ord. Mesa Lns.	12/07
Stop N Save #2	12/08
Raquet Club	12/10
Sports Page	12/12
Coffee Time	12/15
W. Side Deli	12/18
C&F #9	12/20
Eastgate Liq.	12/20
Eagles #595	12/31
Elks #575	12/31
VFW #1247	12/31
Far East	12/31
Bookcliff Country Club	12/31

## Did you know.....

The Colorado Liquor Enforcement Division has 4 field offices established throughout Colorado on a geographical basis. Each office is responsible for its own individual area. Licensing questions should first be directed to your local licensing authority (City or County where business is located), the local Division Office and then to the Division's Denver office. To report violations, contact your local Division field office. To determine which office you should telephone, find the office responsible for your county, as listed below:

Delta, Dolores, Eagle, Garfield, Grand, Gunnison, Hinsdale, Lake, MESA, Moffat, Montezuma, Montrose, Ouray, Pitkin, Rio Blanco, Routt, San Juan, San Miguel, Summit - Grand Junction Office, 222 S. 6th Street Room 425, Grand Junction CO 81501, Phone: 970-248-7133 FAX: 970-248-7139

Colorado Liquor and Beer Division—Director-David C. Reitz  
License Director -Matt Cook  
Enforcement Program Manager -Ken Peterson





**Upcoming Holidays and Events**

October 7      Last Day to Register to Vote for General Election

October 14     Columbus Day Observance

October 16     National Boss Day

October 21     Fall Leaf Pickup Program Begins

October 27     Daylight Savings Time Ends

October 29     ID Verification and Enforcement Training

October 31     Halloween

November 5    Election Day

November 11   Veteran's Day (City Offices Closed)

November 28   Thanksgiving (City Offices closed, also the next day)

December 22   Winter Begins

December 25   Christmas Day

January 1      New Years Day

Rules for Election Day

Tuesday, November 5th is General Election Day. Contrary to an OLD belief, liquor establishments **CAN** be open and serve on Election Day.

## **ID Checking & Enforcement Training**

The next session of training for your employees on ID verification, recognizing signs of intoxication and guarding against over service of patrons is scheduled for Tuesday, October 29<sup>th</sup> from 2:00 pm until 4:00 pm. This is a **FREE** session presented by the City of Grand Junction. Police Detective Bob Culver has a fun and informative method of educating anyone who dispenses alcohol on how they can protect themselves and you, their employer, from violations of the liquor code.

The training is held at the City Hall Auditorium, 250 N. 5<sup>th</sup> Street. Registration forms will be mailed to all licensees in October or you can call 244-1510 to register by phone.

**Don't miss this opportunity! The next session won't be until 2003!**

### ***Liquor Code Books***

Each establishment should have a current **State of Colorado Liquor and Beer Codes Book!** To order yours, contact the State Forms Center at **(303) 370-2165.**

State Liquor Enforcement  
(303) 205-2300  
City Sales Tax  
244-1521



### **City of Grand Junction**

Office of the City Clerk  
250 North 5th Street  
Grand Junction, CO 81501-2668  
Phone: 244-1509  
Fax: 970-244-1599  
Email: [juanitaw@ci.grandjct.co.us](mailto:juanitaw@ci.grandjct.co.us)

**Where can I obtain minor warning signs?**

The Liquor Enforcement Division, 1881 Pierce Street, Room 108A, Lakewood, Colorado 80214

**Call 303-205-2300 or  
FAX: 303-205-2341.**