

## 2005 to 2008 Sale to Minor Administrative Violations Analysis

### SUMMARY

In 2005, liquor stores accounted for 29.8% of reported sale-to-minor violations, with a violation rate of 5.6%.

- Grocery stores had 4.8% of the violations, with a violation rate of 3.9%.
- Convenience stores had 19.2% of the violations, with a violation rate of 4.9%

In 2006, liquor stores accounted for 32.7% of reported sale-to-minor violations, with a violation rate of 8.3%.

- Grocery stores had 3.6 % of the violations, with a violation rate of 3.9%
- Convenience stores had 15.6% of the violations, with a violation rate of 5.4%

In 2007, liquor stores accounted for 26.6% of reported sale-to-minor violations, with a violation rate of 8.3%.

- Grocery stores had 4.8% of the violations, with a violation rate of 6.6%.
- Convenience stores had 15.8% of the violations, with a violation rate of 6.7%

In 2008, liquor stores accounted for 26.0% of reported sale-to-minor violations, with a violation rate of 6.7%.

- Grocery stores had 5.4% of the violations, with a violation rate of 6.0%.
- Convenience stores had 16.4% of the violations, with a violation rate of 5.7%

### DETAILS OF ANALYSIS

Information is from Liquor Enforcement Division "Report of Enforcement Actions" for both state and local licensing authorities for the years 2005, 2006, 2007, and 2008.

Calculations were based on the Liquor Division's Dec. 2007 licensee count which showed; 1606 total off-premises 3.2 beer retailers of which 381 were grocery stores and 1225 were convenience stores. The Dec. 2007 Liquor Division count of Retail Liquor Stores was 1667.

- In 2005 there were a total of 312 sale to minor violations, of which 93 were committed by liquor stores, 60 by convenience stores and 15 by grocery stores.
- In 2006 there were a total of 422 sale to minor violations, of which 138 were committed by liquor stores, 66 by convenience stores and 15 by grocery stores.
- In 2007 there were a total of 519 sale to minor violations, of which 138 were committed by liquor stores, 82 by convenience stores and 25 by grocery stores.
- In 2008 there were a total of 427 sale to minor violations, of which 111 were committed by liquor stores, 70 by convenience stores and 23 by grocery stores.

## BEER ALCOHOL CONTENT TEST RESULTS

Brand Name	Lab 1 Alcohol Content By Weight	Lab 2 Alcohol Content By Weight	Lab 2 Alcohol Content By Volume
Murphy's Stout	3.21	3.19	4.08
Coors Light	3.20	3.24	4.10
Corona Light	3.17	3.19	4.06
Guinness Draught	3.22	3.25	4.15
Beck's Light	1.62	1.64	2.08
Michelob Ultra	3.14	3.19	4.06
Amstel Light	3.27	3.30	4.20
Sam Adam's Light	2.88	2.99	3.81
Heineken Light	2.61	2.64	3.36
Molson Light	3.11	3.16	4.02
Beamish Draught	3.30	3.33	4.26
Keystone Light	3.15	3.19	4.06
Bud Light	3.16	3.21	4.08
Old Milwaukee Light	3.13	3.16	4.03

The beers used for these tests were purchased from a single large Denver metro area liquor store. To insure the accuracy of these tests two independent laboratories were utilized to analyze these beer products; Microbac Laboratories and Industrial Laboratories. One laboratory conducted an alcohol by weight analysis only, the other laboratory conducted both an alcohol by weight and alcohol by volume analysis.

Lab # 1's analysis showed that 10 of 14 beers tested had an alcohol by weight percentage that would be classified as a 3.2 Beer (Fermented Malt Beverage).

Lab # 2's analysis showed that 9 of 14 beers tested had an alcohol by weight percentage that would be classified as a 3.2 Beer (Fermented Malt Beverage). Three of the beers tested by Lab #2 also showed an alcohol by volume content that would meet the definition of a Fermented Malt Beverage (4.0% by volume or under).

**Colorado Alcohol Beverage Sales Comparison 2007 vs. 2008  
Consumption Gallons July through December  
(Since Enactment of Sunday Sales)**

**3.2 Beer**

Month	2007	2008	Change	Percentage Change
July	732,201	689,374	(42,827)	(5.8)
August	817,936	551,729	(266,207)	(32.5)
September	476,720	469,771	(6,649)	(1.4)
October	696,384	494,877	(201,507)	(28.9)
November	522,388	337,164	(185,224)	(35.5)
December	600,034	419,222	(180,812)	(30.1)
Total	3,845,663	2,962,137	(883,526)	(23.0)

**Strong Beer**

Month	2007	2008	Change	Percentage Change
July	9,695,710	11,916,929	2,212,219	22.9
August	10,323,469	10,664,177	340,708	3.3
September	7,098,630	9,452,688	2,354,058	33.2
October	10,196,340	8,710,262	(1,486,078)	(14.6)
November	7,923,541	7,436,365	(487,176)	(6.1)
December	7,948,074	7,730,254	(217,820)	(2.4)
Total	53,185,764	55,910,675	2,724,911	5.1

**Wine**

Month	2007	2008	Change	Percentage Change
July	1,104,627	1,590,614	485,987	43.9
August	888,771	1,184,651	295,880	33.3
September	1,330,407	1,162,078	(168,329)	(12.6)
October	848,160	1,179,966	331,806	39.1
November	1,785,706	1,194,278	(591,428)	(33.1)
December	1,586,736	1,690,220	103,484	6.5
Total	7,544,407	8,001,807	457,400	6.1

**Spirits**

Month	2007	2008	Change	Percentage Change
July	731,514	1,116,953	385,439	52.7
August	496,606	773,683	277,077	55.8
September	995,006	798,495	(196,511)	(19.7)
October	520,448	802,586	282,138	54.2
November	1,153,999	795,506	(358,493)	(31.1)
December	1,142,582	1,130,721	(11,861)	(1.0)
Total	5,040,155	5,417,944	377,789	7.5

**Note:** Data is from the Colorado Department of Revenue's liquor excise and consumption gallon statistical reports for 2007 and 2008.