



# State of New Mexico

## *Office of the Governor*

**Bill Richardson**  
*Governor*

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## **Tough, New Liquor Regulations Take Effect Oct. 15**

### *Governor's DWI Speaker Series Focuses On Responsible Retailing*

*SANTA FE*—Tough, new liquor regulations pushed by Governor Bill Richardson will take effect Sunday, Oct. 15 in New Mexico. Under the regulations, any combination of three offenses in a year for serving minors or intoxicated adults will result in mandatory revocation of a bar or restaurant's liquor license.

In addition to losing its liquor license, the establishments will be fined \$10,000 if it receives three citations in a year for serving alcohol to minors or intoxicated adults.

The old standard was five citations. Additionally, the new regulations lengthen the amount of time to administer a blood-alcohol test to intoxicated patrons to 90 minutes from the last sale. The new regulations keep intact the 0.14 blood-alcohol level currently used as a threshold for determining intoxication.

The revised standards are an attempt to reduce DWI in New Mexico. "These new regulations represent another angle we're taking to combat our problem with DWI," said Governor Bill Richardson. "We are attacking DWI on multiple fronts – from preventing the sale of liquor to minors and intoxicated adults to stiffer penalties and mandatory ignition interlocks for anyone convicted of driving drunk."

New Mexico DWI Czar Rachel O'Connor noted "These new regulations were first brought forth by the governor's liquor control task force and a series of public hearings. We will be enforcing these regulations statewide starting the 15<sup>th</sup>."

O'Connor also announced that responsible retailing of liquor will be the second topic in the Governor's DWI Speaker Series.

Speaking will be Brad S. Krevor, Ph.D, a senior researcher at the Heller Graduate School for Social Policy and Management at Brandeis University in Waltham, Massachusetts, and the President of the Responsible Retailing Forum.

The Responsible Retailing Forum works to build cooperation between government, industry, and researchers to identify the best practices to prevent underage sales of alcohol and tobacco and to examine responsible retailing

policies from diverse points of view. Dr. Krevor will discuss Albuquerque's project, one of three national study sites for a new model to prevent alcohol sales to underage and intoxicated individuals.

Dr. Krevor will speak Friday, October 13 from 3:00 – 5:00 p.m. at the Marriot Courtyard, 5151 Journal Center Blvd NE. The Speaker Series is free and is open to the public.

For more information, contact Rachel O'Connor at 505-699-0748.

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