



# News Release

Oregon Liquor Control Commission  
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## OLCC Commissioners Ratify Stipulated Alcohol Violations, Licensing and Take Action on Rules

Commissioners took initial action on AVA rules

**PORTLAND, OR.** – At its monthly meeting January 16, 2020, the Commissioners of the Oregon Liquor Control Commission approved penalties and stipulated settlements for cases involving six licensees and started the process, in collaboration with the wine industry, to create regulations for the labeling of certain American Viticultural Areas (AVAs) in Oregon.

The OLCC is in the process of recruiting members of the wine industry to serve on a Rules Advisory Committee in spring 2020 that will help develop the rules to implement the provisions of [Senate Bill 829 \(SB 829\)](#).

The wine label rulemaking will focus on the Willamette Valley wine-growing region and the subset wine regions nested within the Willamette Valley AVA. In 2019 the OLCC conducted a series of listening sessions with the wine industry across the state to get its feedback on the wine labeling and other business and regulatory issues.

“I think that time we spent [on the listening tour] was very valuable in terms of understanding where we’re going in the future on this,” said Paul Rosenbaum, Chair of the Oregon Liquor Control Commission.

The Commission also heard the following alcohol violation fines and suspensions and ratified by based on stipulated settlement:

**Inhale Exhale Smoke Shop**, 1604 S. Hwy 97, #3, Redmond will pay a \$600 civil penalty or serve a 4-day suspension for licensee's employees, agents or representatives failing to post valid and current proof of insurance or bond for the licensed premises in full public view and/or failing to make the proof of insurance available for immediate inspection by a Commission employee. Staff added two days of aggravation because the violation was repeated. Licensee is Inhale Exhale Smoke Shop, Inc.; Matthew Rock, President/Director/Stockholder; Ronald Rock, Vice President/Secretary/Director.

**Mezcal Sports Bar**, 788 SW Birch Street, Dallas, will pay a \$1,155 civil penalty or serve a 7-day suspension for licensee failing to maintain liquor liability insurance or a bond with a corporate surety authorized to transact business in this state in the amount of not less than \$300,000.00 for Mezcal Sports Bar for a lapse of coverage of less than 30 days. Licensee is Mezcal Sports Bar, Inc.; Jose Rubio Medina, President/Director/Stockholder; Ramon Meijia Velasco, Vice President/Director/Stockholder; Daniel Velasco Ponce, Secretary/Director/Stockholder; Ofelia Ulloa Buenrostro, Treasurer/Director/Stockholder.

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**Taroko**, 414 NW 6th St, Grants Pass, will pay a \$1,485.00 civil penalty or serve a 9-day suspension for licensee permitting its employee, agent or representative to mix, sell or serve alcoholic beverages, or supervise those who do, without a valid service permit issued by the Commission. Staff added two days of aggravation to the second violation because the employee worked without a service permit for more than six months. Licensee is Taroko, LLC; Christie Chiang, Managing Member; Inyoman Tunas, Member.

**Tuk Tuk Restaurant**, 3226 N Lombard St, Portland, will pay a \$2,970.00 civil penalty or serve an 18-day suspension for licensee permitting their employees, agents or representatives to mix, sell, or serve alcoholic beverages, or supervise those who do, without a valid service permit issued by the Commission. Additionally, licensees and/or licensees' employee, agent or representative permitted a juvenile male to be seated at the bar of the licensed premises, an area that is subject to a #2 minor posting, "No Minors Permitted in This Portion of The Premises or at This Bar," OAR 845-006-0340(5)(b), for reasons other than as permitted in ORS 471.430, 471.480, 471.482, OAR 845-006-0340, and OAR 845-006-0335. Staff added four days of aggravation because the violation involved more than one employee, and because one of the employees worked without a service permit for more than six months. Co-licensees are Oudom Souk Phouthasone and Tuk Tuk, LLC II; Khamsouane Babphavong, Managing Member.

Commissioners ratified the following licensing actions based on stipulated settlement:

**Thai Me Up Seaside**, 1575 S. Roosevelt Drive, Seaside, will have its Full On-Premises Sales license issued with the restriction that licensee shall not be convicted of driving while suspended, driving uninsured, operating a vehicle without driving privileges, driving in violation of restrictions or a similar conviction, in the State of Oregon or any other state. Licensee is Bhadin Corporation; Pattaraporn Lorwatcharasophon, President/Secretary/Director/Stockholder.

**The Sea**, 1480 S. Roosevelt Drive, Seaside, will have its Full On-Premises Sales license issued with the restriction that licensee shall not be convicted of driving while suspended, driving uninsured, operating a vehicle without driving privileges, driving in violation of restrictions or a similar conviction, in the State of Oregon or any other state. Licensee is Thantarin Corporation; Pattaraporn Lorwatcharasophon, President/Secretary/Director/Stockholder.

Initial action, as well as discussion, was taken on rules:

Initial action taken on:

**Labeling of Nested AVAs.** *Amend Division 10; Require any label that contains the name of an AVA located wholly or partially within the Willamette Valley AVA to list the Willamette Valley in addition to the nested AVA; Set AVA font sizes for wine labels subject to these requirements; Establish a penalty schedule for violating nested AVA labeling rules; Set additional labeling requirements related to nested AVAs as appropriate.*

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