



**For Immediate Release
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City of Baraboo Retailers Pass Compliance Checks

(Baraboo, WI) An underage customer walks into a local bar or store and tries to buy alcohol with their identification or no identification (ID). Do local retailers sell to youth? This test is called an alcohol age compliance check, and these checks are a proven way to prevent alcohol sales to minors and keep our communities safe.

In coordination with the Baraboo Police Department, the Sauk County Partnership for Prevention Coalition conducted compliance checks at local businesses in August 2025. Before the checks, establishments were reminded that checks were coming and received information on how to properly check IDs.

During the checks, trained buyers under 21 years old attempted to purchase alcohol with their own ID. Out of 32 checks, six establishments sold alcohol to youth. This means 81% of Baraboo retailers refused the sale and followed the law. In 2024 only 50% of Baraboo retailers checked refused the sale of alcohol to a minor. The jump from 50% last year to 81% this year marks a significant improvement and shows that retail education efforts are making an impact.

"This progress reflects the commitment of our community to protecting our youth and ensuring that alcohol is served responsibly in accordance with Wisconsin state law," said Baraboo Police Chief Justin K. Carloni. "By working together with Sauk County Partnership for Prevention, we are strengthening community safety, enhancing the quality of life for our residents, and reinforcing the shared responsibility between law enforcement, public health, and our business community," explained Chief Carloni.

Public Health Sauk County Health Educator Kate Hansen, who facilitates the coalition, expressed thanks. "On behalf of the Sauk County Partnership for Prevention coalition, we thank alcohol retailers for their commitment to the safe sale of alcohol in Baraboo. The compliance rate shows that most retailers are taking steps to protect youth and strengthen our community. This a huge step in the right direction to prevent underage drinking in Baraboo."



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Hansen explained that strong compliance with the law benefits both businesses and the community. When businesses check IDs and refuse underage sales, they reduce their own risk of fines or lawsuits. Importantly, they help prevent both the short-term harms linked to underage drinking-- such as car crashes, vandalism, and violence— and long-term harms like addiction and problems with memory and learning. “Retailers and their employees have the power to protect young people from the impact alcohol has on their brains, which are still developing,” Hansen said.

Alcohol compliance checks are just one tool used to reduce youth access to alcohol. The Sauk County Partnership for Prevention coalition also focuses on youth vaping/youth nicotine use prevention and other strategies to keep families healthy. The coalition meets every other month, and all community members are welcome to attend. For more information about the Sauk County Partnership for Prevention coalition, please visit www.P4PSauk.org.

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