



State of California

## BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY

Gavin Newsom, Governor  
Lourdes M. Castro Ramírez, Secretary

**FOR IMMEDIATE RELEASE**  
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### **BCSH Welcomes New Alcoholic Beverage Control Director**

SACRAMENTO – Business, Consumer Services and Housing Agency (BCSH) Secretary Lourdes Castro Ramírez today welcomed Eric Hirata as the new Director of Alcoholic Beverage Control (ABC). His appointment was [announced](#) by Governor Gavin Newsom.

“Eric is a long-time veteran of ABC and has had a wide range of jobs in the department,” said Secretary Castro Ramírez. “From starting out as an Agent, to becoming a Supervising Agent, and eventually serving as legislative director and, most recently, Chief Deputy Director, Eric’s background will serve him well as Director.

ABC regulates the manufacture and sale of alcoholic beverages and protects Californians through its licensing, enforcement and education programs. It also works to prevent underage drinking, investigates alcohol-related incidents involving alcohol and persons under 21 that result in great bodily injury or death, and works with local police to eliminate public nuisance problems associated with alcoholic beverage outlets.

In welcoming Eric, BCSH also bids farewell to Jacob Appelsmith, who is completing his second tour as ABC’s Director. Jacob has had a long and accomplished career with many high points. While he was still in law school, he was a student clerk for California Supreme Court Justice Allen Broussard. Among other things, he has been chief of the Bureau of Gambling Control, Acting Secretary of the then Business, Transportation and Housing Agency, and was ABC’s Director from January 2011 to September 2013 before returning for his second tour of duty in 2017.

“Jacob leaves a legacy of accomplishments, having led the modernization of ABC,” said Secretary Castro Ramírez. “We will miss his energy and enthusiastic leadership, and we wish him well as he embarks on new adventures.”

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