

CO-BRANDED ALCOHOLIC BEVERAGES, PRODUCT ADJACENCY PROHIBITED

EMERGENCY RULE 100.490

CO-BRANDED ALCOHOLIC BEVERAGES, PRODUCT ADJACENCY PROHIBITED

a) No retail establishment with a retail sales floor that exceeds 2,500 square feet shall display co-branded alcoholic beverages immediately adjacent to soft drinks, fruit juices, bottled water, candy, or snack foods portraying cartoons or youth-oriented photos.

CO-BRANDED ALCOHOLIC BEVERAGES, PRODUCT ADJACENCY PROHIBITED

b) Any retail establishment with a retail sales floor that is equal to or less than 2,500 square feet shall either:

- 1) **not display co-branded alcoholic beverages immediately adjacent to soft drinks, fruit juices, bottled water, candy, or snack foods portraying cartoons or youth-oriented photos; or***
- 2) equip any such display that contains co-branded alcoholic beverages and is immediately adjacent to soft drinks, fruit juices, bottled water, candy or snack foods portraying cartoons or youth-oriented photos with signage that is clearly visible to consumers, is not less than 8.5 x 11 inches*

CO-BRANDED ALCOHOLIC BEVERAGES, PRODUCT ADJACENCY PROHIBITED

The 8.5 x 11 inches signage must state the following: "THIS PRODUCT IS AN ALCOHOLIC BEVERAGE AVAILABLE ONLY TO PERSONS WHO ARE 21 YEARS OF AGE OR OLDER." This sign shall be provided by the State Commission. c) Subsections (a) and (b) of this Section do not apply to a shelf, aisle, display or display area in which the primary items for sale are alcoholic liquors or in an area in which the persons under the age of 21 are prohibited from entering without a parent or legal guardian.