

ADMINISTRATIVE CODE

TITLE 11: ALCOHOL, HORSE RACING, LOTTERY, AND VIDEO GAMING
SUBTITLE A: ALCOHOL
CHAPTER I: ILLINOIS LIQUOR CONTROL COMMISSION
PART 100 THE ILLINOIS LIQUOR CONTROL COMMISSION
SECTION 100.490 CO-BRANDED ALCOHOLIC BEVERAGES, PRODUCT ADJACENCY
PROHIBITED

Section 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 if such snack foods portray cartoons or youth-oriented images.
- 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 if such snack foods portray cartoons or youth-oriented images; 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 if such snack foods portray cartoons or youth-oriented images with signage that is clearly visible to consumers, is not less than 8.5 x 11 inches, and states 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 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 persons under the age of 21 are prohibited from entering without a parent or legal guardian.

(Source: Added at 47 Ill. Reg. 14117, effective September 21, 2023)