

SENATE BILL NO. 730

February 28, 2024, Introduced by Senators POLEHANKI, BELLINO, HAUCK, WOJNO, SINGH, MCCANN, SHINK, GEISS, HERTEL, BAYER, MOSS, WEBBER, VICTORY, SANTANA, KLINEFELT and CHANG and referred to the Committee on Regulatory Affairs.

A bill to amend 1998 PA 58, entitled
"Michigan liquor control code of 1998,"
(MCL 436.1101 to 436.2303) by adding section 609k.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 **Sec. 609k. (1) A retailer with a retail sales floor that**
2 **exceeds 2,500 square feet shall not display co-branded alcoholic**
3 **beverages immediately adjacent to soft drinks, fruit juices,**
4 **bottled water, candy, toys, or snack foods if the snack foods**
5 **portray cartoons or youth-oriented images.**

6 **(2) A retailer with a retail sales floor that is equal to or**

1 less than 2,500 square feet shall do either of the following:

2 (a) Not display co-branded alcoholic beverages immediately
3 adjacent to soft drinks, fruit juices, bottled water, candy, toys,
4 or snack foods if the snack foods portray cartoons or youth-
5 oriented images.

6 (b) Post signage that is clearly visible to consumers, is not
7 less than 8.5 x 11 inches, and states the following: "THIS PRODUCT
8 IS AN ALCOHOLIC BEVERAGE AVAILABLE ONLY TO PERSONS WHO ARE 21 YEARS
9 OF AGE OR OLDER." on any display that contains co-branded alcoholic
10 beverages and is immediately adjacent to soft drinks, fruit juices,
11 bottled water, candy, toys, or snack foods if the snack foods
12 portray cartoons or youth-oriented images.

13 (3) Any fines ordered by the commission for a violation of
14 this section must be deposited into the liquor control enforcement
15 and license investigation revolving fund created under section 543.

16 (4) As used in this section, "co-branded alcoholic beverage"
17 means any alcoholic liquor that has the same or similar brand name,
18 logo, or packaging as a nonalcoholic beverage.