



## ILLINOIS LIQUOR CONTROL COMMISSION

50 West Washington Street, Suite 209 Chicago, IL 60602  
300 West Jefferson Street, Suite 300, Springfield, IL 62702

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### **NOTICE OF EMERGENCY RULE**

#### **ILLINOIS LIQUOR CONTROL COMMISSION (ILCC) EMERGENCY RULE 100.490 IS IN EFFECT AS OF MAY 26, 2023**

#### **Requirements for Placement of Co-branded Alcoholic Beverages on the Retail Sales Floor**

**WHO DOES THE RULE APPLY TO?:** All establishments in Illinois that sell packaged alcoholic beverages for off-premises consumption.

**WHAT IS A “CO-BRANDED ALCOHOLIC BEVERAGE?”:** A “co-branded alcoholic beverage” is any alcoholic beverage containing the same or similar brand name, logo or packaging as a non-alcoholic beverage.

**REQUIREMENTS UNDER THE RULE:** Requirements are based on the size of an establishment’s retail sales floor:

- **Retail sales floor larger than 2,500 square feet:** Must 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.
- **Retail sales floor 2,500 square feet or less:** Must 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) Post signage on every 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. This signage must: (i) be clearly visible to consumers; (ii) be at least 8.5 x 11 inches; AND (iii) must state "THIS PRODUCT IS AN ALCOHOLIC BEVERAGE AVAILABLE ONLY TO PERSONS WHO ARE 21 YEARS OF AGE OR OLDER". Signage will be provided by the Illinois Liquor Control Commission.

**REQUIRED SIGNAGE:** The required signage for smaller establishments can be downloaded at this link: [Co-Branded Alcoholic Beverage Signage](#). Printed copies of the signage are available at the ILCC’s Springfield and Chicago offices, Monday through Friday, 8:30 a.m. – 4:30 p.m.

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Springfield, IL 62701

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**RULE EXCEPTIONS:** This rule DOES NOT APPLY to any shelf, aisle, display, or display area:  
(1) where the primary items for sale are alcoholic liquors; OR (2) where persons under the age of 21 are prohibited from entering without a parent or legal guardian.