



ILLINOIS LIQUOR CONTROL COMMISSION

NOTICE OF PERMANENT RULE

ILLINOIS LIQUOR CONTROL COMMISSION (ILCC)
PERMANENT RULE 100.490 IS IN EFFECT AS OF SEPTEMBER 21, 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-premise 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 if such snack foods portray cartoons or youth-oriented images.
- **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 if such snack foods portray cartoons or youth-oriented images.

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 if such snack foods portray cartoons or youth-oriented images. 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.

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.

Chicago Office
50 West Washington Street
Suite 209 Chicago, IL 60602
(312) 814 - 2206

Springfield Office
300 West Jefferson Street
Suite 300, Springfield, IL 62702
(217) 782 -2136

For questions regarding this new Permanent Rule, contact: Industry Education Manager Nicole Sanders at Nicole.Sanders2@illinois.gov.

Attachments:

- [ILCC Permanent Rule 100.490 – Co-Branded Alcoholic Beverages](#)
- [Co-Branded Alcoholic Beverages Signage](#)