

1 AN ACT concerning liquor.

2 **Be it enacted by the People of the State of Illinois,**
3 **represented in the General Assembly:**

4 Section 5. The Liquor Control Act of 1934 is amended by
5 adding Section 6-35 as follows:

6 (235 ILCS 5/6-35 new)

7 Sec. 6-35. Alcopop advertising.

8 (a) For purposes of this Section, "alcopop" means a
9 flavored alcoholic beverage that includes (i) a malt beverage
10 containing a malt base or beer and added natural or artificial
11 blending material, such as fruit juices, flavors, flavorings,
12 colorings, or preservatives where such blending material
13 constitutes .5% or more of the alcohol by volume contained in
14 the finished beverage; (ii) a beverage containing wine and more
15 than 15% added natural or artificial blending material, such as
16 fruit juices, flavors, flavorings, or adjuncts, water (plain,
17 carbonated, or sparkling), colorings, or preservatives; or
18 (iii) a beverage containing distilled alcohol and added natural
19 or artificial blending material, such as fruit juices, flavors,
20 flavorings, colorings, or preservatives.

21 (b) No entity may advertise, promote, or market any alcopop
22 beverages toward children. Advertise, promote, or market
23 includes, but is not limited to the following:

1 (1) the use of cartoons and youth-orientated photos in
2 advertising, promotion, packaging, or labeling of alcohol
3 products;

4 (2) sponsorships of athletic events where the intended
5 audience is primarily children;

6 (3) billboards advertising alcopops placed within 500
7 feet of schools, public parks, amusement parks, and places
8 of worship; and

9 (4) the display of any alcopop beverage in any
10 videogame, theater production, or other live performances
11 where the intended audience is primarily children.

12 (c) Any person who violates this Section is guilty of a
13 business offense and shall be fined \$500 for a first offense
14 and \$1,000 for a second or subsequent offense.