

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

22 (b) No entity may advertise, promote, or market any alcopop
23 beverages toward children. Advertise, promote, or market

1 includes, but is not limited to the following:

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

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

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

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

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