



Sen. Heather Steans

Filed: 4/11/2008

09500SB2472sam002

LRB095 17318 RPM 49422 a

1 AMENDMENT TO SENATE BILL 2472

2 AMENDMENT NO. \_\_\_\_\_. Amend Senate Bill 2472 by replacing  
3 everything after the enacting clause with the following:

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

6 (235 ILCS 5/6-35)

7 (This Section may contain text from a Public Act with a  
8 delayed effective date)

9 Sec. 6-35. Alcopops ~~Alcopop advertising~~.

10 (a) For purposes of this Section, "alcopop" means a  
11 flavored alcoholic beverage or flavored malt beverage that  
12 includes (i) a malt beverage containing a malt base or beer and  
13 added natural or artificial blending material, such as fruit  
14 juices, flavors, flavorings, colorings, or preservatives where  
15 such blending material constitutes .5% or more of the alcohol  
16 by volume contained in the finished beverage; (ii) a beverage

1 containing wine and more than 15% added natural or artificial  
2 blending material, such as fruit juices, flavors, flavorings,  
3 or adjuncts, water (plain, carbonated, or sparkling),  
4 colorings, or preservatives; ~~or~~ (iii) a beverage containing  
5 distilled alcohol and added natural or artificial blending  
6 material, such as fruit juices, flavors, flavorings,  
7 colorings, or preservatives; or (iv) a flavored alcoholic  
8 beverage containing other stimulants, including, but not  
9 limited to, caffeine, guarana, taurine, or ginseng, where the  
10 beverage constitutes 0.5% or more of alcohol by volume.

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

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

17 (2) sponsorships of athletic events where the intended  
18 audience is primarily children;

19 (3) billboards advertising alcopops placed within 500  
20 feet of schools, public parks, amusement parks, and places  
21 of worship; and

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

25 (c) No entity shall sell for consumption flavored alcoholic  
26 beverages containing other stimulants, including, but not

1 limited to, caffeine, guarana, taurine, or ginseng, unless  
2 individual containers of the beverage have imprinted on each  
3 individual container the following:

4 (1) the words "alcoholic beverage" or "contains  
5 alcohol"; and

6 (2) the alcohol content of the beverage.

7 (d) ~~(e)~~ Any person who violates this Section is guilty of a  
8 business offense and shall be fined \$500 for a first offense  
9 and \$1,000 for a second or subsequent offense.

10 (e) Nothing in this Section shall be construed to be  
11 inconsistent with any other provision of this Section or any  
12 other State or federal laws, rules, or regulations regarding  
13 the labeling of alcoholic beverages.

14 (Source: P.A. 95-618, eff. 6-1-08.)

15 Section 99. Effective date. This Act takes effect January  
16 1, 2009."