



Senate Fiscal Agency  
P.O. Box 30036  
Lansing, Michigan 48909-7536



Telephone: (517) 373-5383  
Fax: (517) 373-1986

Senate Bill 730 (as introduced 2-28-24)  
Sponsor: Senator Dayna Polehanki  
Committee: Regulatory Affairs

Date Completed: 5-7-24

## **CONTENT**

**The bill would amend the Liquor Control Code to prohibit retailers from displaying any liquor that that had the same or similar brand name, logo, or packaging as a nonalcoholic beverage next to nonalcoholic beverages or certain snacks. Retailers with floor sizes smaller than 2,500 square feet could avoid this prohibition by posting age-requirement signage on such displays.**

The Liquor Control Code provides for the licensing of certain liquor retailers and imposes certain taxes and regulations on liquor retailers.

The bill would prohibit a retailer with a retail sales floor that exceeded 2,500 square feet from displaying co-branded alcoholic beverages immediately adjacent to soft drinks, fruit juices, bottled water, candy, toys, or snack foods if the snack foods portrayed cartoons or youth-oriented images. "Co-branded alcoholic beverage" would mean any alcoholic liquor that had the same or similar brand name, logo, or packaging as a nonalcoholic beverage.

The bill also would prohibit a retailer with a retail sales floor that was 2,500 square feet or less from displaying co-branded alcoholic beverages immediately adjacent to soft drinks, fruit juices, bottled water, candy, toys, or snack foods if the snack foods portrayed cartoons or youth-oriented images unless the retailer posted signage on any display that the bill would prohibit. The signage would have to be clearly visible to consumers, be at least 8.5 by 11 inches, and state the following:

"THIS PRODUCT IS AN ALCOHOLIC BEVERAGE AVAILABLE ONLY TO PERSONS WHO ARE 21 YEARS OF AGE OR OLDER."

The Liquor Control Commission could order fines for a violation of the requirements of the bill. The fines would have to be deposited into the Liquor Control Enforcement and License Investigation Revolving Fund.

Proposed MCL 436.1609k

## **FISCAL IMPACT**

The bill would have an indeterminate positive fiscal impact on State government and no fiscal impact on local units of government. The impact would depend on the number of violations of the bill. Fines paid for violations of the bill would be deposited into the Liquor Control Enforcement and License Investigation Revolving Fund, which is expended for enforcement of the Code.

Analyst: Nathan Leaman

SAS\S2324\s730sa

This analysis was prepared by nonpartisan Senate staff for use by the Senate in its deliberations and does not constitute an official statement of legislative intent.