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## BILL ANALYSIS



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Senate Bill 68 (as introduced 2-5-25)  
Sponsor: Senator Dayna Polehanki  
Committee: Regulatory Affairs

Date Completed: 2-26-25

**CONTENT**

**The bill would amend the Liquor Control Code to prohibit off-premises retailers from displaying co-branded alcoholic beverages next to soft drinks, fruit juices, bottled water, candy, toys, or certain snack foods.**

Specifically, the bill would prohibit an off-premises retailer with a retail sales floor exceeding 2,500 square feet from displaying co-branded alcoholic beverages that abutted or otherwise had a common border with soft drinks, fruit juices, bottled water, candy, toys, or snack foods if the snack foods portrayed cartoons or youth-oriented images. An off-premises retailer with a retail sales floor that was 2,500 square feet or less could not display co-branded alcoholic beverages that abutted or otherwise had a common border with 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 meeting those criteria.

"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 signage required above 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."

Fines ordered by the Liquor Control Commission for violating the bill would have to be deposited into the Liquor Control Enforcement and License Investigation Revolving Fund.

Proposed MCL 436.1609k

**PREVIOUS LEGISLATION**

*(Please note: This section does not provide a comprehensive account of all previous legislative efforts on the relevant subject matter.)*

The bill is similar to Senate Bill 730 of the 2023-2024 Legislative Session. Senate Bill 730 passed the Senate and was reported by the House Committee on Regulatory Reform but received no further action.

**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

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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.