

# SENATE BILL NO. 68

February 05, 2025, Introduced by Senators POLEHANKI, KLINEFELT, GEISS, BAYER and MCCANN and referred to Committee on Regulatory Affairs.

A bill to amend 1998 PA 58, entitled  
"Michigan liquor control code of 1998,"  
(MCL 436.1101 to 436.2303) by adding section 609k.

## THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1       Sec. 609k. (1) An off-premises retailer with a retail sales  
2 floor that exceeds 2,500 square feet shall not display co-branded  
3 alcoholic beverages abutting or otherwise having a common border  
4 with soft drinks, fruit juices, bottled water, candy, toys, or  
5 snack foods if the snack foods portray cartoons or youth-oriented  
6 images.

1           (2) An off-premises retailer with a retail sales floor that is  
2 equal to or less than 2,500 square feet shall do either of the  
3 following:

4           (a) Not display co-branded alcoholic beverages abutting or  
5 otherwise having a common border with soft drinks, fruit juices,  
6 bottled water, candy, toys, or snack foods if the snack foods  
7 portray cartoons or youth-oriented images.

8           (b) Post signage that is clearly visible to consumers, is not  
9 less than 8.5 x 11 inches, and states the following: "THIS PRODUCT  
10 IS AN ALCOHOLIC BEVERAGE AVAILABLE ONLY TO PERSONS WHO ARE 21 YEARS  
11 OF AGE OR OLDER." on any display that contains co-branded alcoholic  
12 beverages and is abutting or otherwise has a common border with  
13 soft drinks, fruit juices, bottled water, candy, toys, or snack  
14 foods if the snack foods portray cartoons or youth-oriented images.

15           (3) Any fines ordered by the commission for a violation of  
16 this section must be deposited into the liquor control enforcement  
17 and license investigation revolving fund created under section 543.

18           (4) As used in this section, "co-branded alcoholic beverage"  
19 means any alcoholic liquor that has the same or similar brand name,  
20 logo, or packaging as a nonalcoholic beverage.