Alcoholic Beverages

Current Examples

5 X 5 Point of Sale Warnings

**WARNING**

Drinking Distilled Spirits, Beer, Coolers, Wine and Other Alcoholic Beverages May Increase Cancer Risk, and, During Pregnancy, Can Cause Birth Defects.

“If a 5 inch by 5 inch sign is used, it shall be conspicuously placed at each retail point of sale (e.g., check-out counter, cash register, cash box) so that it is likely to be read and understood during the sales transaction.” - § 25603.3 (e) (1) (G)

10.5 x 1.25 Horizontal Strip Warnings

**WARNING:**

Drinking Distilled Spirits, Beer, Coolers, Wine and Other Alcoholic Beverages May Increase Cancer Risk, and, During Pregnancy, Can Cause Birth Defects.

“If horizontal strip notices are used, they shall be placed at ten-foot intervals horizontally along the display.” - § 25603.3 (e) (1) (G)

10 x 10 Premises Warning

**WARNING**

Drinking Distilled Spirits, Beer, Coolers, Wine and Other Alcoholic Beverages May Increase Cancer Risk, and, During Pregnancy, Can Cause Birth Defects.

“At least one notice or sign no smaller than 10 inches wide by 10 inches high….” § 25603.3 (e) (D)

5 X 5 Table Warnings

**WARNING**

Drinking Distilled Spirits, Beer, Coolers, Wine and Other Alcoholic Beverages May Increase Cancer Risk, and, During Pregnancy, Can Cause Birth Defects.

“[A] notice or sign displayed at each of the tables where alcoholic beverages are served or may be consumed at least 5 inches high by 5 inches wide.” § 25603.3 (e) (3) (A)

Proposed Warnings

5 X 5 Point of Sale Warnings

**WARNING**

Drinking alcohol increases cancer risk and can cause birth defects. According to the Surgeon General, pregnant women should not drink alcoholic beverages. Alcoholics beverages include liquor, beer, coolers, wine, and other beverages containing alcohol. For more information go to www.surgeongeneral.gov or www.P65Warnings.ca.gov.

“At least one notice or sign no smaller than 5 by 5 inches placed at each point-of-sale so as to assure that it is readable and conspicuous. The warning message must be in a legible print size no smaller than 20-point type.”

8.5 x 11 Premises Warning

**WARNING**

Drinking alcohol increases cancer risk and can cause birth defects. According to the Surgeon General, pregnant women should not drink alcoholic beverages. Alcoholics beverages include liquor, beer, coolers, wine, and other beverages containing alcohol. For more information go to www.surgeongeneral.gov or www.P65Warnings.ca.gov.

“At least one 8½-by-11 inch sign, placed so that it is readable and conspicuous to patrons as they enter each public entrance to the establishment or as they enter each area where, by permit or license, alcoholic beverages are served. The sign shall be posted so that it is readable and conspicuous to patrons as they enter the area or areas where, by permit or license, alcoholic beverages are served.”

Package Delivery Services/ Menus

**WARNING**

Drinking alcohol increases cancer risk and can cause birth defects. According to the Surgeon General, pregnant women should not drink alcoholic beverages. Alcoholics beverages include liquor, beer, coolers, wine, and other beverages containing alcohol. For more information go to www.surgeongeneral.gov or www.P65Warnings.ca.gov.

“For alcoholic beverages sold or distributed to consumers within California through package delivery services, a warning provided by incorporating or placing the warning message on or in the shipping container or delivery package in such a manner so that the warning message is readable and conspicuous to the recipient prior to consumption of the alcoholic beverages.”

For alcoholic beverages provided for consumption on the premises served by food or beverage persons, or sold through an over the counter service, a warning message shall be on the menu or list identifying the alcoholic beverages served on the premises.”

“[The warning message set forth in subparagraph (e)(1) of this subsection, placed upon a menu or list in association with the alcoholic ... such that the text is conspicuous and likely to be read prior to consumption of alcoholic beverages.” § 25603.3 (e) (3) (B)