



Colonel Kedrick R. Wills
Director

Idaho State Police

Service Since 1939



Brad Little
Governor

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ABC Guidance Letter #23-2

RE: The advertising, marketing, and display of alcoholic beverages that closely resemble soft drinks in retail stores.

In the furtherance of public safety concerning the consumer and employees of alcohol licensed retail establishments, the Idaho State Police Alcohol Beverage Control (ABC) is recommending to all alcohol licensed retailers they DO NOT display co-branded alcoholic beverages or other alcoholic beverages that portray cartoons or youth-oriented labeling adjacent to soft drinks, fruit juices, bottled water, candy, or snack foods. Consumers mistaking alcoholic beverages for non-alcoholic beverages is dangerous, especially for those under the age of 21. Some of these co-branded alcoholic beverages closely resemble everyday products consumers are used to seeing on retail shelves. These co-branded products should not be displayed where the brand company may be paying for product or advertising display space to avoid potential violations of IC 23-1033 & 23-1325.

ABC recommends that retailers input these new or existing products into the point-of-sale system prior to the sale of these products, so the sales employee is alerted when an alcoholic beverage item is scanned. Signage on product displays should also alert the consumer the products contain alcohol and age ID is required to purchase. ABC further recommends the licensee implement a training program in order to protect the business and employees from inadvertently making illegal sales to those under the age of 21.

ABC will take the presence or absence of these factors into consideration if a violation occurs wherein a retailer makes an illegal sale to a minor.

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Alcohol Beverage Control Bureau Chief

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