



Illinois Liquor Control Commission

Governor Pat Quinn • Acting Chairman Stephen Schnorf • Executive Director Gloria L. Materre

Instructions for *Project Sticker Shock* materials *Please post materials during the month of April – Sticker Shock Month!*

Placement of stickers:

Place stickers only where directed by liquor establishment owner or representative. Some ideas include: Bags, walls, and counters. If merchant allows, you can place stickers on alcohol packages, but only over the least obtrusive graphic element possible and only on multi-packs of alcohol – **NOT ON INDIVIDUAL BOTTLES!** Do not cover carrying handles or any text on the packaging with the sticker (ie, UPC code, product name, volume, etc). Place either a Spanish or English sticker on package—**NOT BOTH**. Those under the age of 21 years **MUST** be supervised by adults (chaperones and store staff) at all times. Additionally, youth should **ONLY** sticker alcohol that is easily accessible (if allowed by store owner); should **NOT** enter coolers, back rooms, or storage areas; and should **NOT** handle alcohol packaging (only adults may move boxes and packaging that contains alcohol).

Placement of window decals:

Place decals on inside of door entry and each glass refrigerator door containing alcohol. If merchant allows, place both Spanish and English decals on each door.

Placement of posters and “proof of age” signs:

Posters and signs can be placed at the discretion of the liquor establishment. However, at least one “proof of age” sign should be placed near the point of sale.

For further clarification on above, please call ILCC Education Manager Ted Penesis at 312-814-4802 or email Ted.Penesis@illinois.gov

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