



Illinois Liquor Control Commission

Governor Pat Quinn • Acting Chairman Stephen Schnorf • Executive Director Lainie Krozel

Instructions for *Project Sticker Shock* materials (April is Alcohol Awareness Month; therefore, it is suggested you display the below materials during the entire month of April)

PLACEMENT OF STICKERS:

Place stickers only where directed by liquor establishment owner or representative. Some ideas include: Bags, walls, counters, and displays. 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. **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, “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.

Call 312-814-4802 or email Ted.Penesis@illinois.gov for more info

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