

# Alcoholic Beverages

## Current Examples

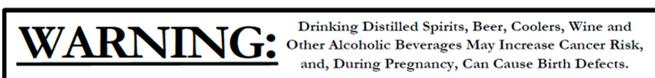
### 5 X 5 Point of Sale Warnings



Sign designed by OEHHA from specifications in rule.

"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



Sign designed by OEHHA from specifications in rule

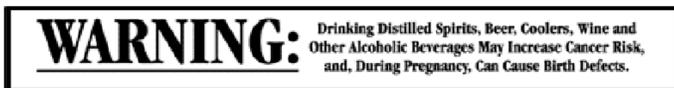
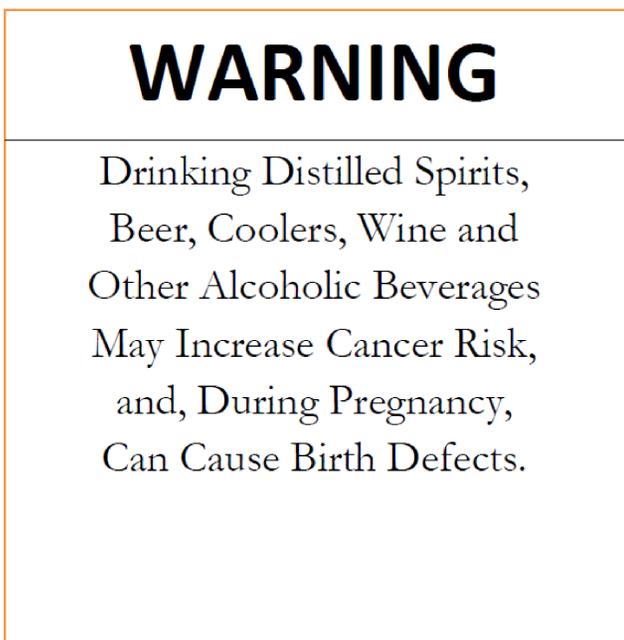


Image from fcsdprevention.wordpress.com

"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



Sign designed by OEHHA from specifications in rule

"[A]t least one notice or sign, no smaller than 10 inches wide by 10 inches high...." § 25603.3 (e) (1) (D)

### 5 X 5 Table Warnings



"[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)

### Menus

"[T]he 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)



## Proposed Warnings

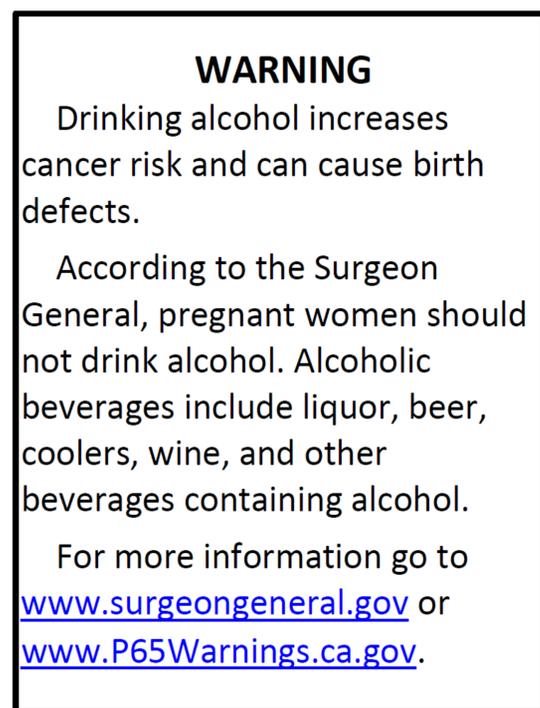
### 5 X 5 Point of Sale Warnings



Simulation by OEHHA.

"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



Simulation by OEHHA.

"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



"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."