

By: Burton (By Request)

To: Finance

SENATE BILL NO. 2815

1 AN ACT TO REQUIRE RETAILERS OF ALCOHOLIC BEVERAGES, BEER AND
2 LIGHT WINES TO DISPLAY SIGNS ON THE PREMISES WHERE THE ALCOHOLIC
3 BEVERAGES ARE SOLD THAT INFORM THE PUBLIC THAT DRINKING ALCOHOLIC
4 BEVERAGES DURING PREGNANCY CAN CAUSE BIRTH DEFECTS; AND FOR
5 RELATED PURPOSES.

6 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

7 SECTION 1. Each holder of a package retailer's permit,
8 on-premises retailer's permit or native wine retailer's permit
9 shall display on the premises where the permittee sells alcoholic
10 beverages at least one (1) sign that reads substantially as
11 follows: "WARNING! DRINKING WINE, BEER OR OTHER ALCOHOLIC
12 BEVERAGES DURING PREGNANCY CAN CAUSE BIRTH DEFECTS." Any and all
13 advertising of alcoholic beverages must contain the following
14 message: "WARNING! DRINKING WINE, BEER OR OTHER ALCOHOLIC
15 BEVERAGES DURING PREGNANCY CAN CAUSE BIRTH DEFECTS." All medical
16 facilities where treatment or advice is given during pregnancy,
17 whether such facility is a private business or residence
18 establishment, a sign will be posted on each floor of the business
19 as near the entrance as possible the following message: "WARNING!
20 DRINKING WINE, BEER OR OTHER ALCOHOLIC BEVERAGES DURING PREGNANCY
21 CAN CAUSE BIRTH DEFECTS." The sign or signs shall be at least
22 fifteen (15) inches wide and fifteen (15) inches long with
23 lettering not less than one (1) inch in height, and one (1) sign
24 must be easily visible from the location in the premises where the
25 consumer purchases or otherwise receives the alcoholic beverages.

26 SECTION 2. Each holder of a permit or privilege license to
27 engage in the business of a retailer of beer or light wines shall

28 display on the premises where the permittee or licensee sells beer
29 or light wines at least one (1) sign that reads substantially as
30 follows: "WARNING! DRINKING WINE, BEER OR OTHER ALCOHOLIC
31 BEVERAGES DURING PREGNANCY CAN CAUSE BIRTH DEFECTS." The sign or
32 signs shall be at least fifteen (15) inches wide and fifteen (15)
33 inches long with lettering not less than one (1) inch in height,
34 and one (1) sign must be easily visible from the location in the
35 premises where the consumer purchases or otherwise receives the
36 beer or light wines.

37 Any person who fails to comply with the requirements of this
38 section shall be subject to a fine of Twenty-five Dollars (\$25.00)
39 if convicted and upon conviction be guilty of a misdemeanor.
40 However, if a person remedies such noncompliance by the time of
41 the person's scheduled court appearance, all charges shall be
42 dismissed against such person.

43 SECTION 3. Section 1 shall be codified as a new section in
44 Chapter 1 of Title 67, Mississippi Code of 1972; Section 2 shall
45 be codified as a new section in Chapter 3 of Title 67, Mississippi
46 Code of 1972.

47 SECTION 4. This act shall take effect and be in force from
48 and after July 1, 2000.