

Alcohol Retailer's Local Marketing Code of Conduct:

- 1. It is the responsibility of every retail manager to be aware of how alcohol marketing in their stores may affect underage individuals and to minimize the impact of alcohol advertising on youth to the best of their ability.*
- 2. To the greatest extent possible, given store size and other limitations, placement of alcohol products and displays should be in areas less frequented by children. An effort should be made to keep alcohol products and displays away from areas that display candy and toys.*
- 3. Alcohol signage should be placed above children's eye level and should not be located in areas frequented by children, i.e. Store entrances, checkout areas, candy, and toy areas*
- 4. Displays featuring sports figures, blow-up items, and appeals to sex symbols should be minimized. As the retailers stated "price should sell the product".*
- 5. Outside signage should comply with state law.*
- 6. Local retailers need to regularly and consistently ask their distributors and vendors to comply with this code and provide materials that comply with this code.*