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## **SIGNS, SIGNS, SIGNS...**

### ***OFF-SALE STORES***

- No more than 33% of the square footage of the windows and clear doors of an off-sale premise may have signs of any sort. (Sec. 25612.5 (c)(7) B&P)
- Stores (license Types 20 and 21) must post one or more customer warning signs in the store (see form ABC-299 for wording). (Sec. 25658.4 B&P)

### ***BOTH ON-SALE AND OFF-SALE***

- Upon written notice from the ABC, licensees must post “No Loitering” and “No Open Container” signs. (Sec. 25612.5 (c)(1)(2) B&P)
- Signs may not be obnoxious, gaudy, blatant, or offensive, and must not obstruct the view of the interior of the premises from the street. (Sec. 25612 B&P)

### ***Maximum Criminal Penalty for all of the above:***

First Time - \$1000 fine and/or six months in County Jail.

Also, must post warning signs reading, “Warning: Drinking spirits, beer, coolers, wine, and other alcoholic beverages may increase cancer risk and, during pregnancy, can cause birth defects.” (Sec. 12601 (b) B&P)

### ***Civil Penalty:***

A civil lawsuit may be brought against an alcohol manufacturer or distributor. Judgments are a maximum of \$2,500 per day, per violation. (Sec. 12601 CCR)

### ***ON-SALE BARS AND TAVERNS***

*Bars and Taverns (License Types: 42,48, and 61) must post: “No Person Under 21 Allowed”*

Must post at or near each public entrance, visible from the exterior, and one inside in a prominent place. Signs must be at least 7” x 11”, and have lettering at least 1” in height. (Rule 107 CCR)

**ABC PENALTY DECIDED ON A CASE-BY-CASE BASIS,  
FOR ALL OF THE ABOVE.**