



COLORADO

Department of Revenue

Specialized Business Group—
Liquor & Tobacco

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LED Bulletin 25-03: Signage Update Pursuant to the Change in Regulation 47-950 for Liquor-Licensed Drugstore, Fermented Malt Beverage and Wine Retailers, and Fermented Malt Beverage and Wine (on/off) Retailers.

May 30th, 2025

BULLETIN 25-03

REFERENCE: Bulletin 25-03 - Signage Update Pursuant to the Change in Regulation 47-950 for Liquor-Licensed Drugstore, Fermented Malt Beverage and Wine Retailers, and Fermented Malt Beverage and Wine (on/off) Retailers.

Today, on May 30, 2025, the changes made by the 2024 Substance Use Disorder Recovery Rulemaking are in effect. Included in the changes to this rule is a change to the signage requirement when alcohol beverages are displayed immediately adjacent to certain non-alcohol items. Effective immediately, if a Liquor-Licensed Drugstore Licensee, Fermented Malt Beverage and Wine Retailer, or a Fermented Malt Beverage and Wine (on/ off) retailer displays alcohol beverages immediately adjacent to soft drinks, fruit juices, cereal, candy, or toys, the retailer must display the updated signage which has been posted to the Division's website.

The signage can be found and printed off here: <https://sbg.colorado.gov/posters-and-signs>

Regulation 47-950 defines "immediately adjacent" as: "directly touching or immediately bordering one another from above, below, or the side, for example, on a shelf directly above or below another shelf; or on a shelf, cooler shelf, or display (including permanent or temporary displays) that is adjacent to another shelf, cooler shelf, or display. 'Immediately adjacent' does not include a separate aisle or shelving units or cooler shelving units on the opposite side of an aisle.

The PDF of this bulletin can be found [here](#).

If you have any questions, please contact dor_led@state.co.us.

Colorado Liquor and Tobacco Enforcement Division