A Bill to Ban the Advertising of Alcohol

BE IT ENACTED BY THE CONGRESS HERE ASSEMBLED THAT:

SECTION 1. The advertising of alcoholic products to consumers via methods of social media, billboards, radio, television, and print shall be henceforth banned in the United States.

SECTION 2. For the purposes of this legislation:

A. Alcoholic products shall be defined as any alcoholic beverage or other product meant for consumption containing 0.5% Alcohol by Volume (ABV) or more.

B. Advertising shall be defined as the production of any media with the purpose of informing or persuading the public about a product that meets the above standards.

SECTION 3. The Alcohol and Tobacco Tax and Trade Bureau (TTB) and the Federal Trade Commission shall be jointly tasked with the administration of this legislation.

A. The TTB shall be tasked with setting the guidelines for this advertising ban within one year of passage.

B. The FTC shall be tasked with regulation and enforcement of this legislation

C. Any company or corporation found in violation shall receive a fine of up to $15,000 per infraction.

SECTION 4. This legislation will take effect on January 1, 2029. All laws in conflict with this legislation are hereby declared null and void.

Introduced for Congressional Debate by Bemidji High School.