

STATE OF MAINE

IN THE YEAR OF OUR LORD

TWO THOUSAND TWENTY-THREE

S.P. 298 - L.D. 740

**An Act to Clarify the Criteria for State Approval of Alcoholic Beverage  
Container Labels**

Be it enacted by the People of the State of Maine as follows:

**Sec. 1. 28-A MRSA §6-A, sub-§2-A** is enacted to read:

**2-A. Criteria for label registration.** Bureau review and approval of label registration is limited to whether the submitted label conforms to the regulations adopted by the United States Department of the Treasury, Alcohol and Tobacco Tax and Trade Bureau and the following criteria:

A. The label does not contain any statement, design, device or representation that:

- (1) To the average individual, applying contemporary community standards, considered as a whole, appeals to the prurient interest;
- (2) Depicts or describes, in an offensive manner, sexual acts, excretory functions, masturbation or lewd exhibition of the genitals; and
- (3) Considered as a whole, lacks serious literary, artistic, political or scientific value; and

B. The label does not contain a subject matter or an illustration that targets minors.