

HB 1487-S - DIGEST

(DIGEST OF PROPOSED 1ST SUBSTITUTE)

Authorizes the sale, by marijuana retailers, of marijuana merchandise which is defined as wearable apparel that serves to promote or advertise the retail outlet, or a product line sold by the retail outlet, and that has labeling affixed to the wearable apparel that includes: (1) The retail outlet's name, logo, or other symbol associated with the retail outlet; or

(2) A name, logo, or other symbol associated with a product line sold by the retail outlet.

Requires the state liquor and cannabis board to adopt rules: (1) Regarding retail product design and marketing standards for marijuana merchandise and other products sold by licensed retailers; and

(2) That establish the procedures and criteria necessary to implement the establishment of retail product design and marketing standards to ensure that marijuana merchandise and other products sold by licensed retailers are not intended to appeal to minors or otherwise encourage marijuana use by minors.