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IN SENATE

January 15, 2025

Introduced by Sens. KAVANAGH, RIVERA -- read twice and ordered printed,
and when printed to be committed to the Committee on Agriculture

AN ACT to amend the agriculture and markets law, in relation to the
labeling of high-sugar beverages with warnings

The People of the State of New York, represented in Senate and Assem-
bly, do enact as follows:

1 Section 1. Short title. This act shall be known and may be cited as
2 the "high-sugar beverages safety warning act".

3 § 2. The agriculture and markets law is amended by adding a new
4 section 204-e to read as follows:

5 § 204-e. Labeling of high-sugar beverages. 1. For the purposes of this
6 section:

7 (a) "Beverage container" means any sealed or unsealed container
8 regardless of size or shape including, but not limited to, those made of
9 glass, metal, paper, plastic, or any other material or combination of
10 materials that is used or intended to be used to hold a high-sugar
11 beverage for individual sale to a consumer.

12 (b) "Beverage dispensing machine" means any device that mixes concen-
13 trate with any one or more other ingredients, and dispenses the result-
14 ing mixture into an unsealed container as a ready-to-drink beverage.

15 (c) "Caloric sweetener" means any substance containing calories, suit-
16 able for human consumption, and shall include, but not be limited to,
17 sucrose, fructose, glucose, and other sugars and fruit juice concen-
18 trates. "Caloric" means a substance that adds calories to the diet of
19 the individual who consumes such substance.

20 (d) "Concentrate" means a syrup or powder that is used or intended to
21 be used for mixing, compounding or making a high-sugar beverage.

22 (e) "Consumer" means an individual who purchases a high-sugar beverage
23 for a purpose other than resale.

24 (f) "Distribute" means to sell or otherwise provide a product to any
25 person for resale.

EXPLANATION--Matter in italics (underscored) is new; matter in brackets
[-] is old law to be omitted.

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1 (g) "Menu or menu board" means the primary writing of a public food
2 service establishment, as defined in subdivision three of section thir-
3 teen hundred ninety-nine-n of the public health law, from which a
4 consumer makes an order selection, which can be in different forms such
5 as booklets, pamphlets, or single sheets of paper, or published on an
6 online site, and can be located inside, outside, or on the website of
7 such public food service establishment or on a related software applica-
8 tion designed for food delivery.

9 (h) "Natural fruit juice" means the original liquid resulting from the
10 pressing of fruit, the liquid resulting from the reconstitution of
11 natural fruit juice concentrate or the liquid resulting from the resto-
12 ration of water to dehydrated natural fruit juice.

13 (i) "Natural vegetable juice" means the original liquid resulting from
14 the pressing of vegetables, the liquid resulting from the reconstitution
15 of natural vegetable juice concentrate or the liquid resulting from the
16 restoration of water to dehydrated natural vegetable juice.

17 (j) "Powder" means a solid mixture with added caloric sweetener used
18 in making, mixing or compounding a high-sugar beverage by mixing such
19 solid mixture with any one or more other ingredients including, but not
20 limited to, water, ice, syrup, simple syrup, fruits, vegetables, fruit
21 juice, or carbonation or other gas.

22 (k) "Principal display panel" means the part of a label that is most
23 likely to be displayed, presented, shown or examined under customary
24 conditions of display for retail sale.

25 (l) "Sealed beverage container" means a beverage container holding a
26 beverage that is dispensed into its container and closed or sealed off
27 the premises where the beverage is purchased.

28 (m) (1) "High-sugar beverage" means any sweetened nonalcoholic bever-
29 age, carbonated or noncarbonated, sold for human consumption that has
30 added caloric sweeteners and which contains one hundred percent or more
31 of the Food and Drug Administration's daily value for added sugars.

32 (2) Such term shall not include:

33 (A) any beverage containing one hundred percent natural fruit juice or
34 natural vegetable juice with no added caloric sweeteners;

35 (B) any liquid product manufactured for any of the following uses and
36 commonly referred to as a "dietary aid":

37 (i) an oral nutritional therapy for persons who cannot absorb or meta-
38 bolize dietary nutrients from food or beverages,

39 (ii) a source of necessary nutrition used as a result of a medical
40 condition, or

41 (iii) an oral electrolyte solution for infants and children formulated
42 to prevent dehydration due to illness;

43 (C) any product for consumption by infants and that is commonly
44 referred to as "infant formula";

45 (D) any beverage whose principal ingredient by weight is milk; or

46 (E) any alcoholic beverage that is subject to regulation by the alco-
47 holic beverage control law.

48 (n) "Syrup" means a liquid mixture with added caloric sweetener used
49 in making, mixing or compounding a high-sugar beverage by mixing such
50 liquid mixture with any one or more other ingredients, including, but
51 not limited to, water, ice, a powder, simple syrup, fruits, vegetables,
52 fruit juice, vegetable juice, or carbonation or other gas.

53 (o) "Unsealed beverage container" means a beverage container into
54 which a beverage is dispensed or poured at the premises where the bever-
55 age is purchased including, but not limited to, a container for fountain
56 drinks.

2. (a) No person shall distribute, sell or offer for sale a high-sugar beverage in a sealed beverage container unless such container bears the following safety warning and otherwise meets all of the requirements of this subdivision:

"SAFETY WARNING: This beverage contains 100% or more of the FDA's recommended daily intake of added sugar."

(b) The safety warning required by paragraph (a) of this subdivision shall be displayed in a clear and conspicuous manner and readily legible under ordinary conditions on the principal display panel of the sealed beverage container, separate and apart from all other information, and shall be on a contrasting background. The entire safety warning shall appear in bold type.

(c) If the safety warning required by paragraph (a) of this subdivision is not printed directly on the beverage container, the safety warning shall be affixed to the beverage container in such a manner that it cannot be removed without thorough application of water or other solvents.

(d) No person shall distribute, sell or offer for sale a multipack of high-sugar beverages in sealed beverage containers unless the multipack of beverages bears the safety warning required by paragraph (a) of this subdivision. The safety warning shall be posted in a clear and conspicuous manner on the principal display panel and on at least one other side of the multipack, in addition to being posted on each individual sealed beverage container.

(e) No person shall distribute, sell or offer for sale a concentrate unless the packaging of the concentrate, which is intended for retail sale, bears the safety warning required by paragraph (a) of this subdivision. The safety warning shall be posted in a clear and conspicuous manner on the principal display panel of the packaging of the concentrate.

(f) This subdivision shall not be construed to require the safety warning required by paragraph (a) of this subdivision to be placed immediately preceding any common name or primary product descriptor.

3. (a) Every person who owns, leases or otherwise controls the premises where a vending machine or beverage dispensing machine is located, or where a high-sugar beverage is sold in an unsealed beverage container, shall place or cause to be placed, a safety warning in each of the following locations:

(1) on the exterior of any vending machine that includes a high-sugar beverage for sale;

(2) on the exterior of any beverage dispensing machine used by a consumer to dispense a high-sugar beverage through self-service; and

(3) at the point-of-purchase, which may include the menu or menu board, where any consumer purchases a high-sugar beverage in an unsealed beverage container, when the unsealed beverage container is filled by an employee of a food establishment rather than the consumer; provided, however, this subparagraph shall not apply unless the premises where a beverage dispensing machine is located, or where the high-sugar beverage is sold in an unsealed beverage container is part of a network of subsidiaries, affiliates or other member stores, under direct or indirect common control, with three or more stores located in New York.

(b) The safety warning required by paragraph (a) of this subdivision shall contain the following language:

"SAFETY WARNING: The Food and Drug Administration recommends limiting added sugars to 50 grams per day based on a 2,000 calorie diet."

1 (c) The safety warning required by paragraph (a) of this subdivision
2 shall be displayed in a clear and conspicuous manner and readily legible
3 under ordinary conditions, separate and apart from all other informa-
4 tion, and shall be on a contrasting background. The entire safety warn-
5 ing shall appear in bold type.

6 4. (a) Whenever it shall appear that there has been a violation of
7 this section, an application may be made by the attorney general in the
8 name of the people of the state of New York to a court or justice having
9 jurisdiction by a special proceeding to issue an injunction, and upon
10 notice to the defendant of not less than five days, to enjoin and
11 restrain the continuance of such violation; and if it shall appear to
12 the satisfaction of the court or justice that the defendant has, in
13 fact, violated this article, an injunction may be issued by such court
14 or justice, enjoining and restraining any further violation, without
15 requiring proof that any person has, in fact, been injured or damaged
16 thereby. In any such proceeding, the court may make allowances to the
17 attorney general as provided in paragraph six of subdivision (a) of
18 section eighty-three hundred three of the civil practice law and rules,
19 and direct restitution. Whenever the court shall determine that a
20 violation of this article has occurred, the court may impose a civil
21 penalty of not less than fifty dollars nor more than five hundred
22 dollars for each such violation. In connection with any such proposed
23 application, the attorney general is authorized to take proof and make a
24 determination of the relevant facts and to issue subpoenas in accordance
25 with the civil practice law and rules.

26 (b) The provisions of this section may be enforced concurrently by the
27 director of a municipal consumer affairs office, or by the town attor-
28 ney, city corporation counsel, or other lawful designee of a munici-
29 pality or local government, and all moneys collected under this section
30 shall be retained by such municipality or local government.

31 5. A retailer shall not be subject to the penalties under this section
32 unless: (a) the retailer is the manufacturer of the high-sugar beverage,
33 the packager of a multipack of high-sugar beverages in sealed beverage
34 containers, or the manufacturer of a concentrate and sells the high-su-
35 gar beverage, multipack of high-sugar beverages, or concentrate under a
36 brand it owns; or (b) the retailer's failure to label was knowing and
37 willful.

38 § 3. Severability clause. If any provision of this act or its appli-
39 cation to any person, legal entity, or circumstance is held invalid, the
40 remainder of the act or the application of the provision to other
41 persons, legal entities or circumstances shall not be affected.

42 § 4. This act shall take effect one year after it shall have become a
43 law.