

Department of Legislative Services
Maryland General Assembly
2026 Session

FISCAL AND POLICY NOTE
First Reader

House Bill 1556
Health

(Delegate Ross)

Business Regulation - Sugary Beverage Advertisements - Warning Labels

This bill prohibits a person from placing an advertisement for a sugary beverage on property owned by the State, a county, or a municipal corporation unless the advertisement includes a warning related to obesity, type 2 diabetes, and tooth decay. The warning label must meet specified requirements. The Office of the Attorney General may impose a civil penalty of up to \$1,000 on a person that violates the bill. Each day an advertisement that violates the bill remains on property owned by the State, a county, or a municipal corporation is a separate violation.

Fiscal Summary

State Effect: The bill, including its civil penalty provision, is not anticipated to materially affect State finances or operations.

Local Effect: The bill is not anticipated to materially affect local government finances or operations.

Small Business Effect: Minimal.

Analysis

Current Law: State law does not currently regulate the advertisement of sugary beverages on publicly owned property.

Additional Information

Recent Prior Introductions: Similar legislation has not been introduced within the last three years.

Designated Cross File: None.

Information Source(s): Department of Legislative Services

Fiscal Note History: First Reader - March 6, 2026
jg/jkb

Analysis by: Eric F. Pierce

Direct Inquiries to:
(410) 946-5510
(301) 970-5510