

HOUSE BILL NO. 4561

May 16, 2023, Introduced by Reps. Liberati, Snyder, Shannon, Steckloff, Wilson, Haadsma, Breen, McFall, Morgan, Neeley, O'Neal, Schuette, Martus, Fitzgerald, Coleman, Byrnes, Tyrone Carter, Outman, Beson, Filler, Roth, Paiz and DeBoer and referred to the Committee on Regulatory Reform.

A bill to amend 1998 PA 58, entitled
"Michigan liquor control code of 1998,"
by amending section 609h (MCL 436.1609h), as added by 2022 PA 225.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 609h. A manufacturer or supplier may offer electronic
2 rebate coupons directly to a retail customer after the retail
3 customer purchases alcoholic liquor from a retailer. An electronic
4 rebate coupon issued under this section must comply with all the
5 following:

6 (a) A manufacturer or supplier shall only issue coupons that

1 state a specific expiration date and specific cash refund value on
2 the coupons. The refund may be paid by cash, by check, by debit
3 card, through electronic funds transfer to a bank account, or
4 through an internet or mobile payment account.

5 (b) A manufacturer or supplier shall not issue coupons that
6 ~~result in the retail customer's purchase of alcoholic liquor being~~
7 ~~below the retailer's cost.~~ **make any alcoholic liquor free.**

8 (c) A manufacturer or supplier may issue coupons that can be
9 applied to more than 1 specific product sold by that manufacturer
10 or supplier but must state the manufacturer or supplier to which
11 they apply.

12 (d) A manufacturer or supplier shall issue coupons that
13 require the retail customer to purchase at least 1 product of
14 alcoholic liquor to redeem a coupon. A manufacturer or supplier may
15 issue coupons that require the retail customer to purchase 2 or
16 more alcoholic liquor products from the same manufacturer or
17 supplier to redeem the coupon.

18 (e) A manufacturer or supplier ~~shall not~~ **may** issue coupons
19 that require the purchase of a product other than alcoholic liquor.

20 (f) A wholesaler shall not pay for or participate in the
21 offering of coupons except for providing signs that promote the
22 electronic rebate coupon in accordance with section 610a.

23 (g) A manufacturer shall only issue coupons that may be
24 redeemable after a purchase of alcoholic liquor at all retail
25 locations where that alcoholic liquor is sold.