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## BILL ANALYSIS



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Senate Bill 722 (as introduced 1-27-16)  
Sponsor: Senator Tory Rocca  
Committee: Regulatory Reform

Date Completed: 2-3-16

**CONTENT**

The bill would amend the Michigan Liquor Control Code to allow a wholesaler, manufacturer, outstate seller of beer, wine, or mixed spirit drink, vendor of spirits, broker, or retailer to use unpaid social media to advertise any of the following:

- An on-premises brand promotion.
- Beer, wine, or spirits tastings under Section 537.
- A product locator.

"Social media" would mean a service, platform, or website where users communicate with one another and share media, such as pictures, videos, music, and blogs, with other users free of charge. Social media would include the website of a wholesaler, manufacturer, outstate seller of beer, wine, or mixed spirit drink, vendor of spirits, broker, or retailer.

The use of unpaid social media would be allowed notwithstanding Section 609 of the Code.

(Section 609 regulates licensees' advertising and use of merchandise.)

Section 537 describes the classes of vendors that may sell alcoholic beverages at retail. Additionally, the section prescribes the conditions under which a beer, wine, or spirit tasting may be conducted on-premises or off-premises.)

The bill would take effect 90 days after its enactment.

Proposed MCL 436.1610

Legislative Analyst: Drew Krogulecki

**FISCAL IMPACT**

The bill would have no fiscal impact on State or local government.

Fiscal Analyst: Josh Sefton

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