



Senate Fiscal Agency
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BILL ANALYSIS

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Senate Bill 358 (as introduced 5-2-17)
Sponsor: Senator Rick Jones
Committee: Regulatory Reform

Date Completed: 5-17-17

CONTENT

The bill would amend the Michigan Liquor Control Code to allow a manufacturer, mixed spirit drink manufacturer, warehouse, wholesaler, outstate seller of beer, wine, or mixed spirit drink, or vendor of spirits to provide to a retailer signs that promoted the brands and prices of alcoholic liquor, including special event pricing.

All of the following would apply to a sign:

- The sign could not be illuminated.
- The sign could not have any use beyond the actual advertising of brands, prices, and events related to the alcoholic liquor.
- The sign could not include the name of the retailer.

Also, a sign that was located inside the retailer's licensed premises could not be more than 3,500 square inches in dimension.

The signs allowed under the bill would be in addition to the advertising items that a manufacturer, mixed spirit drink manufacturer, warehouse, wholesaler, outstate seller of beer, wine, or mixed spirit drink, or vendor of spirits may provide to another licensee under Section 609(2) of the Code.

(Section 609(2) allows a manufacturer, mixed spirit drink manufacturer, warehouse, wholesaler, outstate seller of beer, wine, or mixed spirit drink, or vendor of spirits, in a manner consistent with rules, regulations, and orders of the Michigan Liquor Control Commission, to provide another licensee with an advertising item that promotes the brands and prices of alcoholic liquor produced by the manufacturer, sold by the outstate seller of beer, wine, or mixed spirit drink, or distributed by the wholesaler. Except as otherwise provided, the advertising item must not have any use or value beyond the actual advertising of brands and prices of the alcoholic liquor.)

Proposed MCL 436.1610a

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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This analysis was prepared by nonpartisan Senate staff for use by the Senate in its deliberations and does not constitute an official statement of legislative intent.