

**MICHIGAN LIQUOR CONTROL CODE OF 1998 (EXCERPT)**  
**Act 58 of 1998**

\*\*\*\*\* 436.1610.added THIS ADDED SECTION IS EFFECTIVE AUGUST 1, 2016 \*\*\*\*\*

**436.1610.added Advertising; use of unpaid social media; definitions.**

Sec. 610. (1) Notwithstanding section 609, a wholesaler, manufacturer, outstate seller of beer, outstate seller of wine, outstate seller of mixed spirit drink, vendor of spirits, broker, or retailer may use unpaid social media to advertise any of the following in accordance with all applicable laws and regulations:

- (a) An on-premises brand promotion.
- (b) Beer, wine, or spirits tastings under section 537.
- (c) A product location communication.

(2) As used in this section:

- (a) "Broker" means that term as defined in section 609.
- (b) "On-premises brand promotion" means a promotion in the manner provided by the order of the commission issued on October 27, 1999. That order's prohibition against advertising an on-premises promotion by a party off the licensed premises does not apply to this section.

(c) "Product location communication" means a listing or program that allows an individual to determine the availability of a specific product at licensed retailers in a certain geographic area.

(d) "Social media" means 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 includes the website of a wholesaler, manufacturer, outstate seller of beer, outstate seller of wine, outstate seller of mixed spirit drink, vendor of spirits, broker, or retailer.

**History:** Add. 2016, Act 106, Eff. Aug. 1, 2016.