

SUBSTITUTE FOR
SENATE BILL NO. 1181

A bill to amend 1998 PA 58, entitled
"Michigan liquor control code of 1998,"
(MCL 436.1101 to 436.2303) by adding section 610d.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 SEC. 610D. (1) THERE MUST NOT BE COOPERATIVE ADVERTISING:

2 (A) BETWEEN A MANUFACTURER, AN OUTSTATE SELLER OF BEER, AN
3 OUTSTATE SELLER OF WINE, AND A RETAILER.

4 (B) BETWEEN A WHOLESALER AND A RETAILER.

5 (C) BETWEEN A MANUFACTURER, AN OUTSTATE SELLER OF BEER, AN
6 OUTSTATE SELLER OF WINE, AND A WHOLESALER.

7 (2) A MANUFACTURER, AN OUTSTATE SELLER OF BEER, OR AN OUTSTATE
8 SELLER OF WINE MAY DO ANY OF THE FOLLOWING:

9 (A) PAY ANY PORTION OF THE COST OF PAINTING A TRUCK OF A
10 WHOLESALER.

1 (B) SUPPLY A BRAND LOGOED DECAL OR ADVERTISING MAT, OR BOTH,
2 TO A WHOLESALER WITHOUT COST.

3 (C) USE THE NAME OR LOGO OF THE WHOLESALER OF THE OUTSTATE
4 SELLER OF BEER OR OUTSTATE SELLER OF WINE IN THE ADVERTISING OF THE
5 OUTSTATE SELLER OF BEER OR OUTSTATE SELLER OF WINE.

6 (3) THE NAME OF A RETAILER MUST NOT APPEAR IN THE ADVERTISING
7 OF A MANUFACTURER, AN OUTSTATE SELLER OF BEER, AN OUTSTATE SELLER
8 OF WINE, OR A WHOLESALER.

9 (4) AS USED IN THIS SECTION, "COOPERATIVE ADVERTISING" MEANS A
10 JOINTLY FUNDED EFFORT BETWEEN LICENSEES OR BETWEEN VENDORS OF
11 SPIRITS.