



Senate Fiscal Agency
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BILL



ANALYSIS

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Senate Bill 358 (Substitute S-1 as reported)

Sponsor: Senator Rick Jones

Committee: Regulatory Reform

CONTENT

The bill would amend the Michigan Liquor Control Code to allow a manufacturer, mixed spirit drink manufacturer, warehouser, wholesaler, outstate seller of beer 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.

A retailer could use an illuminated sign to promote the brand but not the price of alcoholic liquor. A manufacturer, mixed spirit drink manufacturer, warehouser, wholesaler, outstate seller of beer, wine, or mixed spirit drink, or vendor of spirits could not provide an illuminated sign to a retailer.

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

Proposed MCL 436.1610a

Legislative Analyst: Drew Krogulecki

FISCAL IMPACT

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

Date Completed: 5-25-17

Fiscal Analyst: Josh Sefton