



**Senate Fiscal Agency**  
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BILL



ANALYSIS

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House Bill 4558 (as reported without amendment)

Sponsor: Representative Jeremy Moss

House Committee: Regulatory Reform

Senate Committee: Regulatory Reform

### **CONTENT**

The bill would amend the Michigan Liquor Control Code to allow the installation of a temporary bin display of beer, wine, or spirits on a retailer's premises under certain circumstances.

Specifically, the bill would do the following:

- Prohibit a manufacturer, vendor of spirits, outstate seller of beer or wine, or wholesaler from selling or in any manner furnishing or installing, and prohibit a retailer from accepting, a permanent display on the licensed premises of the retailer.
- Allow a manufacturer, vendor of spirits, or outstate seller of beer or wine to furnish and install a temporary bin display that had a capacity of up to 25 cases of 24 12-ounce or 0.375-liter containers or the equivalent in other sizes of beer, wine, or spirits on the premises of a retailer that was licensed for off-premises sales only.
- Allow a wholesaler to install, on the premises of a retailer that was licensed for off-premises sales only, a temporary bin display that had been provided without charge by the manufacturer or outstate seller of beer or wine.
- Require a retailer to ensure that a temporary bin display installed on the retailer's premises clearly indicated, by a tag, stamp, label, or other method that was securely affixed to the temporary bin display, the date on which the display was installed.

The bill specifies that a 3,500-square-inch limit on an inside retail advertising sign under the Code would not apply to advertising on a temporary bin display.

Proposed MCL 436.1610b

Legislative Analyst: Drew Krogulecki

### **FISCAL IMPACT**

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

Date Completed: 6-9-17

Fiscal Analyst: Josh Sefton