



# HOUSE BILL No. 4558

May 2, 2017, Introduced by Reps. Moss, Barrett, Bellino, Marino, Elder, Iden, Roberts, Leutheuser, Dianda, VanderWall, Jones, Griffin, Chirkun, Camilleri, Lasinski, Hughes, Peterson, Durhal, Lucido, Greimel, Guerra, Webber, Zemke, Sneller, Inman, Crawford, Phelps, Yanez, Hauck, Cole, Maturen, Vaupel, Sheppard, Calley, Hertel, Whiteford, Victory, Howell, LaFave, Wittenberg, Cochran, Greig, Tedder, Green, Kelly, Rendon, Liberati, Lilly, Kosowski, Sabo, McCready, Faris, Hammoud, Sowerby, VanSingel, LaSata, Santana, Geiss, Neeley, Allor, Graves, Schor and Afendoulis and referred to the Committee on Regulatory Reform.

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

## THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

SEC. 610B. (1) A MANUFACTURER, VENDOR OF SPIRITS, OUTSTATE  
SELLER OF BEER, OUTSTATE SELLER OF WINE, OR WHOLESALER SHALL NOT  
SELL OR IN ANY MANNER FURNISH OR INSTALL, AND A RETAILER SHALL NOT  
ACCEPT, A PERMANENT DISPLAY IN THE LICENSED PREMISES OF THE  
RETAILER.

(2) A MANUFACTURER, VENDOR OF SPIRITS, OUTSTATE SELLER OF  
BEER, OR OUTSTATE SELLER OF WINE MAY FURNISH AND INSTALL A  
TEMPORARY BIN DISPLAY THAT HAS 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 IS



1 LICENSED FOR OFF-PREMISES SALES ONLY.

2 (3) NOTWITHSTANDING SECTION 609, A WHOLESALER MAY INSTALL, ON  
3 THE PREMISES OF A RETAILER THAT IS LICENSED FOR OFF-PREMISES SALES  
4 ONLY, A TEMPORARY BIN DISPLAY THAT HAS BEEN PROVIDED WITHOUT CHARGE  
5 BY THE MANUFACTURER, OUTSTATE SELLER OF BEER, OR OUTSTATE SELLER OF  
6 WINE.

7 (4) A RETAILER SHALL ENSURE THAT A TEMPORARY BIN DISPLAY  
8 INSTALLED ON THE RETAILER'S PREMISES CLEARLY INDICATES BY A TAG,  
9 STAMP, LABEL, OR OTHER METHOD THAT IS SECURELY AFFIXED TO THE  
10 TEMPORARY BIN DISPLAY THE DATE ON WHICH THE TEMPORARY BIN DISPLAY  
11 WAS INSTALLED.

12 (5) THE 3,500-SQUARE-INCH LIMIT ON AN INSIDE RETAIL  
13 ADVERTISING SIGN UNDER SECTION 609 DOES NOT APPLY TO ADVERTISING ON  
14 A TEMPORARY BIN DISPLAY DESCRIBED IN SUBSECTION (2) OR (3).

15 (6) AS USED IN THIS SECTION, "TEMPORARY BIN DISPLAY" MEANS A  
16 FREESTANDING DEVICE THAT IS CONSTRUCTED OF A MATERIAL THAT IS USED  
17 FOR THE EXHIBITION OF BEER, WINE, OR SPIRITS ON THE PREMISES OF A  
18 RETAILER THAT IS LICENSED FOR OFF-PREMISES SALES ONLY AND THAT MUST  
19 BE REMOVED FROM THE RETAIL LICENSED PREMISES NOT LATER THAN 120  
20 DAYS AFTER INSTALLATION.

21 Enacting section 1. This amendatory act takes effect 90 days  
22 after the date it is enacted into law.