

SUBSTITUTE FOR
SENATE BILL NO. 358

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

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 SEC. 610A. (1) SUBJECT TO SUBSECTION (2), A MANUFACTURER,
2 MIXED SPIRIT DRINK MANUFACTURER, WAREHOUSER, WHOLESALER, OUTSTATE
3 SELLER OF BEER, OUTSTATE SELLER OF MIXED SPIRIT DRINK, OR VENDOR OF
4 SPIRITS MAY PROVIDE TO A RETAILER SIGNS THAT PROMOTE THE BRANDS AND
5 PRICES OF ALCOHOLIC LIQUOR, INCLUDING SPECIAL EVENT PRICING.

6 (2) ALL OF THE FOLLOWING APPLY TO A SIGN ALLOWED UNDER
7 SUBSECTION (1):

8 (A) THE SIGN MUST NOT BE ILLUMINATED.

9 (B) THE SIGN MUST NOT HAVE ANY USE BEYOND THE ACTUAL
10 ADVERTISING OF BRANDS, PRICES, AND EVENTS RELATED TO THE ALCOHOLIC
11 LIQUOR.

1 (C) THE SIGN MUST NOT INCLUDE THE NAME OF THE RETAILER.

2 (D) FOR A SIGN THAT IS LOCATED INSIDE THE RETAILER'S LICENSED
3 PREMISES, THE SIGN MUST NOT BE MORE THAN 3,500 SQUARE INCHES IN
4 DIMENSION.

5 (3) A RETAILER MAY USE AN ILLUMINATED SIGN TO PROMOTE THE
6 BRAND BUT NOT THE PRICE OF ALCOHOLIC LIQUOR. A MANUFACTURER, MIXED
7 SPIRIT DRINK MANUFACTURER, WAREHOUSER, WHOLESALER, OUTSTATE SELLER
8 OF BEER, OUTSTATE SELLER OF WINE, OUTSTATE SELLER OF MIXED SPIRIT
9 DRINK, OR VENDOR OF SPIRITS SHALL NOT PROVIDE TO A RETAILER A SIGN
10 DESCRIBED IN THIS SUBSECTION.

11 (4) THE SIGNS ALLOWED UNDER THIS SECTION ARE IN ADDITION TO
12 THE ADVERTISING ITEMS THAT A MANUFACTURER, MIXED SPIRIT DRINK
13 MANUFACTURER, WAREHOUSER, WHOLESALER, OUTSTATE SELLER OF BEER,
14 OUTSTATE SELLER OF WINE, OUTSTATE SELLER OF MIXED SPIRIT DRINK, OR
15 VENDOR OF SPIRITS MAY PROVIDE ANOTHER LICENSEE UNDER SECTION
16 609(2) .

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