

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.