

SENATE BILL No. 358

May 2, 2017, Introduced by Senators JONES, WARREN, HANSEN, BIEDA, BRANDENBURG, HUNE, HORN, O'BRIEN, GREEN, ROCCA, GREGORY, HERTEL, KNEZEK, ANANICH, SCHUITMAKER, PROOS, ROBERTSON, PAVLOV, HOPGOOD, KOWALL, STAMAS, CASPERSON, NOFS, MARLEAU, MACGREGOR, ZORN and SCHMIDT 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 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 WINE, OUTSTATE SELLER OF MIXED
4 SPIRIT DRINK, OR VENDOR OF SPIRITS MAY PROVIDE TO A RETAILER SIGNS
5 THAT PROMOTE THE BRANDS AND PRICES OF ALCOHOLIC LIQUOR, INCLUDING
6 SPECIAL EVENT PRICING.

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

9 (A) THE SIGN MUST NOT BE ILLUMINATED.

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

1 LIQUOR.

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

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

6 (3) THE SIGNS ALLOWED UNDER THIS SECTION ARE IN ADDITION TO
7 THE ADVERTISING ITEMS THAT A MANUFACTURER, MIXED SPIRIT DRINK
8 MANUFACTURER, WAREHOUSER, WHOLESALER, OUTSTATE SELLER OF BEER,
9 OUTSTATE SELLER OF WINE, OUTSTATE SELLER OF MIXED SPIRIT DRINK, OR
10 VENDOR OF SPIRITS MAY PROVIDE ANOTHER LICENSEE UNDER SECTION
11 609(2).