

SENATE BILL No. 1181

November 8, 2018, Introduced by Senator MACGREGOR 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 610d.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 SEC. 610D. (1) BEGINNING JULY 1, 2015, THERE MUST NOT BE
2 COOPERATIVE ADVERTISING:

3 (A) BETWEEN A MANUFACTURER, AN OUTSTATE SELLER OF BEER, AN
4 OUTSTATE SELLER OF WINE, AND A RETAILER.

5 (B) BETWEEN A WHOLESALER AND A RETAILER.

6 (C) BETWEEN A MANUFACTURER, AN OUTSTATE SELLER OF BEER, AN
7 OUTSTATE SELLER OF WINE, AND A WHOLESALER.

8 (2) BEGINNING JULY 1, 2015, AN OUTSTATE SELLER OF BEER OR
9 OUTSTATE SELLER OF WINE MAY DO ANY OF THE FOLLOWING:

10 (A) PAY ANY PORTION OF THE COST OF PAINTING A TRUCK OF A

1 WHOLESALER.

2 (B) SUPPLY A BRAND LOGOED DECAL OR ADVERTISING MAT, OR BOTH,
3 TO A WHOLESALER WITHOUT COST.

4 (C) USE THE NAME OR LOGO OF THE WHOLESALER OF THE OUTSTATE
5 SELLER OF BEER OR OUTSTATE SELLER OF WINE IN THE ADVERTISING OF THE
6 OUTSTATE SELLER OF BEER OR OUTSTATE SELLER OF WINE.

7 (3) THE NAME OF A RETAILER MUST NOT APPEAR IN THE ADVERTISING
8 OF A MANUFACTURER, AN OUTSTATE SELLER OF BEER, AN OUTSTATE SELLER
9 OF WINE, OR A WHOLESALER.

10 (4) AS USED IN THIS SECTION, "COOPERATIVE ADVERTISING" MEANS A
11 JOINTLY FUNDED EFFORT BETWEEN LICENSEES OR BETWEEN VENDORS OF
12 SPIRITS.