



Senate Fiscal Agency  
P.O. Box 30036  
Lansing, Michigan 48909-7536

## BILL ANALYSIS



Telephone: (517) 373-5383  
Fax: (517) 373-1986

House Bill 4561 (as reported without amendment)  
Sponsor: Representative Tullio Liberati  
House Committee: Regulatory Reform  
Senate Committee: Regulatory Affairs

**CONTENT**

The bill would amend the Michigan Liquor Control Code to do the following:

- Delete a provision that would prohibit a manufacturer or supplier from issuing an electronic rebate coupon that resulted in the retail customer's purchase of alcoholic liquor being below the retailer's cost.
- Prohibit a manufacturer or supplier from issuing an electronic rebate coupon that made any alcoholic liquor free.
- Allow, instead of prohibiting, a manufacturer or supplier to issue rebate coupons that require the purchase of a product other than alcoholic liquor.

MCL 436.1609h

**BRIEF RATIONALE**

According to testimony before the Senate Committee on Regulatory Affairs, digital coupons are the preferred redemption method over paper coupons. It has been suggested that the Code be modernized to allow wholesalers and suppliers to provide some rebates electronically.

Legislative Analyst: Eleni Lionas

**FISCAL IMPACT**

The bill would have no fiscal impact on State or local government.

Date Completed: 10-9-23

Fiscal Analyst: Elizabeth Raczkowski