



Michigan Department of Labor & Economic Growth  
**MICHIGAN LIQUOR CONTROL COMMISSION (MLCC)**

P.O. Box 30005  
Lansing, Michigan 48909-7505

## **MICHIGAN DIRECT WINE SHIPPING REQUIREMENTS**

(Authorized by MCL 436.1203)

1. A Direct Shipper license from the Michigan Liquor Control Commission ("Commission") is required for in-state and out-of-state wineries to ship domestic wine directly to Michigan consumers. This license does not allow direct shipment of imported wines.
2. There is a \$100.00 annual license fee for Direct Shipper license (renewable May 1 of each year).
3. You must register all labels of wine prior to shipping into Michigan. This may be done through the Michigan Wholesale Product Registry (MWPR) online label registration program. A password is required to access the on-line registration site which will be mailed along with your license. For more information, visit the MWPR website at <https://www.lara.michigan.gov/MWPR/login>. Detailed instructions are available on the Login page. You may also register your labels by submitting a copy of your COLA along with a loose label to this office.
4. You must verify that the person placing the order is at least 21 years of age through obtaining a copy of photo identification issued by the State of Michigan, another state or the federal government or by utilizing an identification verification service. You must record the name, address, date of birth and telephone number of the person placing the order on the order form.
5. You must stamp, print or label on the outside of the shipping container language that the package "Contains alcohol. Must be delivered to a person 21 years of age or older". The recipient at the time of delivery is required to provide photo identification verifying his or her age along with a signature.
6. You must place a label on the top of the panel of the shipping container containing the Direct Shipper license number, the order number, the name, and address of the individual placing the order and the name of the designated recipient, if different, from the name of the individual placing the order.
7. Pursuant to administrative rule R 436.1719(2), bottled wine shall not be shipped, delivered, or otherwise introduced into this state unless it is accompanied by an invoice, manifest, or other shipping document listing the quantity of bottled wine, by brand name and corresponding registration number of approval, that is being shipped, delivered, or introduced into this state.
8. You must not direct ship more than 1,500 9-liter cases or 13,500 liters in total of wine in a calendar year to Michigan consumers.
9. You must pay any applicable taxes to the MLCC on a quarterly basis and report on a quarterly basis the total amount of wine by type, brand, and price shipped to consumers in Michigan during the preceding calendar quarter. Excise taxes are to be reported on form "Michigan Wine Tax Report" (LC-890) which will be mailed along with your license. You must also pay any applicable taxes to the Michigan Department of Treasury. Contact Department of Treasury at (517) 373-3200 or go to [Michigan.gov/treasury](http://Michigan.gov/treasury) for further information.
10. You must consent and submit to the jurisdiction of the MLCC, the Michigan Department of Treasury and the courts of this state concerning enforcement of this section and any related laws, rules and regulations.
11. Michigan law does not allow beer or spirits to be direct shipped to consumers from out-of-state brewers, distillers, or retailers.

Questions pertaining to direct wine shipping should be addressed to the Commission at the above address or you may call toll-free 1-866-813-0011 or e-mail [MLCCMWapplications@michigan.gov](mailto:MLCCMWapplications@michigan.gov).