

COUPONS/REBATES for Michigan alcohol products

Rebates and mail in coupons or coupons for food items are legal in Michigan with prior approval from our Commission. Below are some of the routine guidelines:

- 1) If the cash refund requires the purchase of an alcoholic beverage-the refund must be a mail-in coupon only.
- 2) Be redeemed by the product manufacturer.
- 3) Bear an expiration date and maximum cash refund value, whether per person or per household, must appear.
- 4) Proof of purchase must be supplied by consumer.
- 5) The cash refund on beer, wine or a mixed spirit drink must be less than the lowest price charged any Michigan Wholesaler.
- 6) The cash refund on spirits must be less than the price paid by the Michigan Liquor Control Commission.
- 7) No retail licensee's name may appear on the coupon nor can any retail licensee receive any compensation for displaying the coupons or advertising material.
- 8) No refund may be made to any person under 21 years of age.

Proposed Coupons / Rebates should be sent to the MLCC Manufacturers and Wholesalers Division at the attention of Teresa Whitehead (phone 517-322-1415). Our address is 7150 Harris Drive, PO Box 30005, Lansing MI 48909-7505. The proposed coupon / rebate is then presented for Commission decision at their next scheduled meeting, after which you will hear from Ms. Whitehead regarding their decision.