



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
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Direct Shipper Licensing Requirements & General Information

A Direct Shipper license is required for a wine manufacturer located in Michigan or in another state to ship wine directly to consumers in Michigan, pursuant to MCL 436.1203.

Qualifications for Direct Shipper License

- 1. Must be licensed as a wine manufacturer** - Pursuant to MCL 436.1203(10), a Direct Shipper license may only be issued to the following:
 - (a) A Wine Maker. Wine Maker is defined in MCL 436.1113 and is a specific license type issued to wine manufacturers located in Michigan. It also includes Small Wine Maker licensees, which are also wine manufacturers located in Michigan. Wine Maker and Small Wine Maker licenses are not issued to wine manufacturers that are located in other states.
 - (b) A wine manufacturer located in another state that holds both a Federal Basic Permit issued by the TTB and a license to manufacture wine in its state of domicile.

- 2. Must manufacture and/or bottle wine** – Pursuant to MCL 436.1203(25)(i), a wine manufacturer issued a Direct Shipper license must do one of the following actions in relation to the wine it will ship directly to consumers in Michigan:
 - (a) Manufacture, bottle, label, and register with the Commission the wine to be shipped directly to consumers in Michigan.
 - (b) In compliance with MCL 436.1204a, purchase bulk wine from another wine manufacturer, further manufacture the bulk wine as described in the definition of “manufacturer” in MCL 436.1109(1)¹, and bottle, label, and register with the Commission the wine to be shipped directly to consumers in Michigan.
 - (c) In compliance with MCL 436.1204a, purchase bulk wine from another wine manufacturer, bottle the bulk wine, and label and register with the Commission the wine to be shipped directly to consumers in Michigan.

¹ MCL 436.1109(1) "Manufacture" means to distill, rectify, ferment, brew, make, produce, filter, mix, concoct, process, or blend an alcoholic liquor or to complete a portion of 1 or more of these activities. Manufacture does not include bottling or the mixing or other preparation of drinks for serving by those persons authorized under this act to serve alcoholic liquor for consumption on the licensed premises. In addition, manufacture does not include attaching a label to a shiner. All containers or packages of alcoholic liquor must state clearly the name, city, and state of the bottler.

3. **Shipping wine sold or transferred to the manufacturer as shiners** – Pursuant to MCL 436.1203(25)(i) and in compliance with MCL 436.1204a, a wine manufacturer issued a Direct Shipper license may purchase shiners of wine as defined in MCL 436.1111(10)² from another wine manufacturer and label and register with the Commission the wine to be shipped directly to consumers in Michigan. A Direct Shipper licensee may only ship wine to consumers under this option if it is also doing at least one of the actions in the requirements for manufacturing in 2(a), 2(b), or 2(c) listed above, pursuant to MCL 436.1204a(2)(a)(ii).
 4. **Limits on shipments** – A Direct Shipper licensee must not ship more than 1,500 9-liter cases, or 13,500 liters, in total of wine in a calendar year to Michigan consumers.
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Shipping Requirements

1. The Direct Shipper licensee 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 emailed within 24 hours after the issuance of 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.
2. The Direct Shipper licensee 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. The licensee must record the name, address, date of birth and telephone number of the person placing the order on the order form.
3. The Direct Shipper licensee 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.
4. The Direct Shipper licensee must place a label on the top of the panel of the shipping container containing 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.
5. 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

² MCL 436.1111(10) "Shiner" means an unlabeled, sealed container of wine, including a keg, that is sold by a wine maker, small wine maker, or out-of-state entity that is the substantial equivalent of a wine maker or small wine maker to another wine maker, small wine maker, or out-of-state entity that is the substantial equivalent of a wine maker or small wine maker. The purchasing wine maker or small wine maker must attach a label to the container using equipment owned or leased by the purchasing wine maker or small wine maker, register the wine label with the commission, and sell it as provided for in this act.

invoice, manifest, or other shipping document listing the quantity of bottled wine by brand name that is being shipped, delivered, or introduced into this state.

6. The Direct Shipper licensee must pay applicable excise 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 the [Michigan Wine Tax Report \(LC-3890\)](#). The licensee must also pay any applicable sales or use taxes to the Michigan Department of Treasury. Contact the Department of Treasury at (517) 373-3200 or visit www.michigan.gov/treasury for further information.
 7. The Direct Shipper licensee must consent and submit to the jurisdiction of the MLCC, the Michigan Department of Treasury, and the courts of the State of Michigan concerning enforcement of this section and any related laws, rules and regulations.
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How to Apply

All applicants requesting a new Direct Shipper license must submit the following:

- **Application Form** – [Direct Shipper License Application \(LCC-152\)](#)
- **Inspection Fee** - A \$70.00 nonrefundable inspection fee is required.
- **License Fee** – The initial and annual renewal fee for a Direct Shipper license is \$100.00.
- **Federal Basic Permit** – Applicants must provide a copy of the federal Basic Permit for wine manufacturing issued by the federal Alcohol and Tobacco Tax and Trade Bureau (TTB).
- **State License** – Out-of-state applicants must submit a copy of the wine manufacturing license from their state of domicile.

In addition to the documents required by all applicants:

Corporations must submit the following information per Administrative Rule R 436.1109:

- Copy of current, filed Articles of Incorporation.
- Current Certificate of Good Standing from the state where incorporated and Certificate of Authority to Do Business in Michigan, if incorporated outside of this state.
- Certified copy of the minutes of a meeting of its board of directors or a statement signed by an officer of the corporation naming the persons authorized by corporate resolution to sign the application and other documents required by the Commission (or Part 3 of Form LCC-301).
- [Report of Stockholders/Members/Partners \(Form LCC-301\)](#)

Limited Liability Companies (LLC) must submit the following information pursuant to Administrative Rule R 436.1110:

- Copy of Articles of Organization and copies of any amendments to the Articles of Organization.
- Current Certificate of Authority to Do Business in Michigan, if the LLC is a non-Michigan LLC.
- Copy of Operating Agreement entered into by members.
- Copy of most recent annual statement filed with the Corporations Division, if an existing LLC.
- Statement signed by a manager of the limited liability company or by at least 1 member if management is reserved to the members naming the person authorized to sign the application and other documents required by the Commission (or Part 3 of Form LCC-301).
- [Report of Stockholders/Members/Partners \(Form LCC-301\)](#)

Partnerships must submit the following information per Administrative Rule R 436.1111:

- Partnership Agreement, if a Limited Partnership.
 - [Report of Stockholders/Members/Partners \(Form LCC-301\)](#)
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Manufacturing & Labeling

Wine must be manufactured in accordance with federal wine regulations published in the Code of Federal Regulations (CFR) Title 27, Parts 4 and 24, pursuant to R 436.1707 and R 436.1708.

All wine products sold in Michigan must have labels approved by the Commission prior to being sold. All wine sold in Michigan must be labeled in accordance with TTB regulations. The Commission uses an on-line label registration process through the [Michigan Wholesale Product Registry \(MWPR\)](#), which requires prior registration with the TTB. Upon licensure, the applicant will be provided with a password and instructions to access the on-line registration site. There is no fee for Michigan label registration.

Mandatory label information, pursuant to TTB regulations:

- Brand name.
- Class, type or, in lieu of, a truthful & adequate statement of composition shall appear on the brand label of the product.
- Name and address of bottler or packer where bottled or packed.
- Alcohol content must be listed. By definition, wine may contain ½ of 1% or more alcohol by volume but not more than 21% alcohol by volume. Table wine with alcoholic content of 11%-14% does not have to list the actual alcohol content. Listing “table wine” is adequate.
- Net contents.
- Government Warning Statement.

For federal labeling information contact the TTB at 866-927-2533 or www.ttb.gov.