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Advertising and Promotions

The regulation of advertising and promotion of alcoholic beverages serves as a way to responsibly advertise and promote alcoholic products and reduce the harmful effects on the health and safety of the general public. The Michigan Liquor Control Commission (MLCC) takes its responsibility seriously in the area of advertising and promotion of all types of alcoholic liquor.

As the warm weather approaches and more outdoor activities are being organized by licensees that include the sale and consumption of alcoholic beverages, the MLCC would like to take this opportunity to remind all licensees of what is prohibited under the Liquor Control Code (Code) and Rules.

The provisions of Section 609 of the Code, MCL 436.1609 and administrative rule R 436.1035 prohibit a licensee or vendor of spirits from aiding or assisting any other licensee by gift, loan of money or property, or any other valuable thing. Administrative rule R 436.1045(3) is an exception for special licensees wherein a manufacturer, wholesaler or retail licensee may provide draft-beer dispensing equipment or cooling equipment for use by the special licensee. Administrative rule R 436.1321(2) prohibits the advertising of alcoholic liquor on anything that has value, use or purpose other than the actual advertising unless the licensee has obtained the prior written approval of the Commission.

Except as provided in administrative rule R 436.1045 (3) as noted above, refrigeration trucks, draft trailers, and portable bars used in an outdoor service area cannot include an alcoholic beverage logo and cannot be rented, leased, or provided free of charge to a retail licensee by a licensed manufacturer, supplier, or wholesaler, unless prior written approval of the Commission has been obtained. Additionally, if customers can obtain alcoholic beverages from the refrigeration truck, draft trailer, or portable bar, an additional bar permit must be obtained by the Class C or B-Hotel retail licensee unless an existing additional bar permit will be utilized.

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