



STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
LIQUOR CONTROL COMMISSION

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In the matter of)
E-Quote Procedures for Pictures)
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At the August 9, 2016 meeting of the Michigan Liquor Control Commission in
Lansing, Michigan.

PRESENT: Andrew J. Deloney, Chairman
Teri L. Quimby, Commissioner
Dennis Olshove, Commissioner

ADMINISTRATIVE ORDER NO. 2016-02
E-QUOTE PROCEDURES FOR PICTURES

Article IV, Section 40, of the Constitution of Michigan (1963), permits the legislature to establish a Liquor Control Commission (Commission), which shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. MCL 436.1201(2) provides the Commission with the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the manufacture, importation, possession, transportation and sale thereof.

Vendors have been required to submit color pictures of bottles, with separate pictures for each brand, flavor, bottle size, and type of bottle, before the Commission would consider listing the product for sale in Michigan pursuant to Bulletin 3165-17, dated October 11, 2010. Further, the Commission finds that Bulletin 3165-17 replaced Bulletin 3162-17, dated September 22, 2010, which required an empty sample bottle, with pictures for each bottle size, before the Commission would consider listing the product for sale in Michigan.

The Commission finds that the e-quote system requires the Federal Certificate of Label approval number, under Michigan Administrative Code R 436.1829, for

consideration of product listings. The federal approval includes pictures of product labels. The Commission finds the Bulletins should be rescinded, since neither the Michigan Liquor Control Commission Code, rules, or promulgated guideline requires the submission of pictures or bottles at this time. Bulletins may only be used for informational purposes, and these Bulletins clearly set forth policy.

After review and discussion of the issue at the business meeting, the Commission finds that both bulletins regarding bottle samples and bottle pictures should be rescinded, effective immediately.

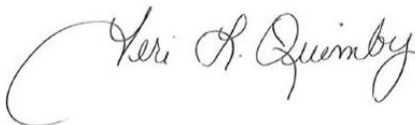
THEREFORE, IT IS ORDERED THAT:

- A. Bulletin #3162-17, "New Policy for the Approval of Spirit Products Submitted in E-Quote," dated September 22, 2010, is hereby RESCINDED effective immediately.
- B. Bulletin #3165-17, "Revised Policy for Spirit Products Submitted in E-Quote," dated October 11, 2010 is hereby RESCINDED effective immediately.

MICHIGAN LIQUOR CONTROL COMMISSION



Andrew J. Deloney, Chairman



Teri L. Quimby, Commissioner



Dennis Olshove, Commissioner

Date Mailed: 8-9-16

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