



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

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In the matter of Distilled Spirit	)
Value Added Packages, Distributed by the	)
Authorized Distribution Agents	)
General Wine & Liquor Company, Inc.	)
373 Victor Avenue	)
Highland Park, MI 48203	)
NWS Michigan, LLC	)
13000 Eckles Road	)
Livonia, MI 48150	)
Imperial Beverage Company	)
3825 Emerald Drive	)
Kalamazoo, MI 49001	)

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At the September 19, 2023 meeting of the Michigan Liquor Control Commission (Commission) in Lansing, Michigan.

PRESENT: Kristin Beltzer, Chair  
Dennis Olshove, Commissioner  
Hoon-Yung Hopgood, Commissioner

**ADMINISTRATIVE ORDER NO. 2023-06**  
**DISTILLED SPIRIT VALUE ADDED PACKAGES**

Article IV, Section 40, of the Constitution of Michigan (1963), permits the Legislature to establish a Liquor Control Commission, which shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. The Commission has 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, subject to the Liquor Control Code's provisions. MCL 436.1201(2). Further, the Commission may establish, by order, further business operating procedures for

authorized distribution agents (ADAs) relative to the wholesaling and distribution of spirits. Mich Admin Code, R 436.1802(14).

The Commission finds that distilled spirit value added package requirements are necessary to regulate distilled spirit value added packages offered for sale within the state. The existing distilled spirit value added package requirements are outdated. To better serve retailer licensees, vendors of spirits, and consumers in this state, updated requirements are necessary. After review and discussion of these issues at the meeting, the Commission finds that this Administrative Order should be approved to establish requirements for distilled spirit value added packages.

**THEREFORE, IT IS ORDERED THAT:**

- A. Administrative Order 2021-09 issued by the Commission regarding distilled spirit value added package requirements is rescinded. Administrative Order 2021-02, Administrative Order 2020-12, Administrative Order 2020-01, and Administrative Order 2015-02 were previously rescinded by the Commission.
- B. The primary bottle of distilled spirits product in a value added package must be a standard bottle size approved by the Commission (355 milliliter (ML), 375 ML, 700 ML, 750 ML, 1000 ML, and 1750 ML) and must be currently listed with the Commission.
- C. A package that contains one 355 ML, one 375 ML, one 700 ML, one 750ML, one 1000 ML, or one 1750 ML bottle with nonalcoholic merchandise or an additional bonus distilled spirit product must be attached to the primary bottle or packaged with primary bottle.
- D. Unlimited value added packages are allowed for 355 ML, 375 ML, 700 ML, 750 ML, 1000 ML, and 1750 ML bottle sizes.
- E. A vendor/supplier may offer for sale the following value added packages:
  1. A package that contains one 700 ML, one 750 ML, one 1000 ML, or one 1750 ML size primary bottle of a distilled spirit product with bonus distilled spirit product not to exceed 200 ML, subject to the following:

- a. The bonus product may contain either the same distilled spirit product or different distilled spirit product from the 700 ML, 750 ML, or 1000 ML, or 1750 ML size bottle.
  - b. The bonus distilled spirit product shall consist of one of the following:
    - i. Not more than four 50 ML size bottles.
    - ii. Not more than two 100 ML size bottles.
    - iii. Not more than one 200 ML size bottle.
    - iv. A combination of one 100 ML size bottle and not more than two 50 ML size bottles.
2. A vendor/supplier may offer a package that contains one 355 ML or one 375 ML size primary bottle of a distilled spirit product and bonus distilled spirit product not to exceed 50 ML subject to the following:
- a. The bonus 50 ML size bottle may contain either the same distilled spirit product or different distilled spirit product from the 355 ML, or 375 ML size bottle.
- F. Each primary bottle cannot be composed of smaller sizes to “equal” a standard bottle size, unless the smaller sizes are comprised of concentrated distilled spirits.
- G. The vendor/supplier must complete the comments section in E-Quote to include a detailed description of the contents in the value-added package.
- H. The certified ADAs may warehouse and distribute only those distilled spirit value added packages that have been approved by the Commission.
- I. For all distilled spirit value added packages approved by the Commission, the certified ADA shall not separate from the primary bottle any of the items attached or enclosed in the package.
- J. For all distilled spirit value added packages approved by the Commission, licensed off-premises retailers shall not separate from the primary bottle any of the items attached or enclosed in the package.
- K. This Administrative Order is effective immediately.

MICHIGAN LIQUOR CONTROL COMMISSION



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Kristin Beltzer, Chair



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Dennis Olshove, Commissioner



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Hoon-Yung Hopgood, Commissioner

September 19, 2023

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