



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

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In the matter of Distilled Spirit Products with a Specialty Label )  
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. 2023-09**  
**DISTILLED SPIRIT PRODUCTS WITH A SPECIALTY LABEL**

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).

In the past, the Commission had not allowed a distilled spirit product with a specialty label, such as a Logo label, to be listed if it had the same liquid as another listed product of the same standard size bottle. To service retailer licensees, vendors, and consumers, the Commission finds that this Administrative Order be approved to allow spirit vendor/suppliers to submit for Commission review a new item with a federally approved specialty label.

**THEREFORE, IT IS ORDERED THAT:**

- A. A distilled spirit product with a specialty label must be submitted through Equote as a new item. A description in the Brand Name and Comment field in Equote when registering a New Item is necessary to describe the specialty label on the bottle.
- B. The specialty label cannot have the same name as a currently listed product. The Brand Name listed in Equote must be different in some way. For example, a specialty label for “Brand A Whiskey” could be entered as “Brand A Whiskey Holiday Bottle”.
- C. An ADA may not warehouse or distribute the distilled spirit product until Commission approval has been received and a liquor code has been assigned to the product.
- D. 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