

# Registering Shiners Of Wine



MCL 436.1111(10) defines shiner as “...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.”

Federal regulations require that the entity bottling wine in shiners must obtain a certificate of label approval (COLA) for the wine it bottles for another entity, even if the purchasing or receiving entity will affix the labels to shiners, pursuant to 27 CFR 24.257. For more details on the federal transfer in bond requirements for shiners, please visit the TTB frequently asked questions webpage (<https://www.ttb.gov/wine/wine-faq.shtml>) and scroll down to question W8.

Administrative rule R 436.1719(1)(c) states, “bottled wine shall not be offered for sale, kept for sale, sold, delivered, or otherwise introduced into this state unless... the wine has received a registration number of approval from the Commission.”

The name and address of the wine bottler must be listed on the label pursuant to MCL 436.1109(1) and 27 CFR 4.35.

Under MCL 436.1204a, one Wine Maker or Small Wine Maker license may sell shiners of wine to another Wine Maker or Small Wine Maker licensee. In order to qualify to receive the shiners of wine and sell them, the licensee purchasing or receiving the shiners must manufacture wine of its own on its licensed premises or, if it is a Small Wine Maker licensee, bottle bulk wine.

The licensee purchasing or receiving the shiners must register the wine on the [Michigan Wholesale Product Registry \(MWPR\) website](#) using the COLA number obtained by the bottling licensee and receive the registration number of approval by the Commission before applying the labels to the shiners.



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**Questions? Contact the Michigan Liquor Control  
Commission Toll-Free: 866-813-0011  
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