



Michigan Department of Licensing and Regulatory Affairs
Liquor Control Commission (MLCC)
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Items Under MCL 436.1609(3) That Suppliers, Vendors of Spirits, and Wholesalers May Provide To Licensed Retailers

MCL 436.1609(3) Except for those orders that were approved for specific sponsorships or festivals, a manufacturer, mixed spirit drink manufacturer, warehouse, wholesaler, outstate seller of beer, outstate seller of wine, outstate seller of mixed spirit drink, or vendor of spirits may provide goods and services to another licensee that were approved by the Commission under rules or orders adopted before January 1, 2014 and the following items:

- Alcoholic liquor recipes literature
- Calendars and matchbooks
- Removable tap markers or signs
- Table tents
- Shelf talkers
- Bottle neckers
- Cooler stickers
- Buttons, blinking and nonblinking
- Menu clip-ons
- Mirrors
- Napkin holders
- Spirits cold shot tap machines
- Alcoholic liquor drink menus
- Keg couplers that are lent to an on-premises retailer
- Sporting event or entertainment tickets
- Suction cups
- Cooler door attachments
- Tear pad holders

Brand-Logoeed Items Under MCL 436.1609(4) and (11)(a), Pursuant to MCL 436.1609(5), That Licensed Retailers May Use or Possess On Their Licensed Premises

MCL 436.1609(4) A wholesaler may sell brand logoed items to an off-premises licensee if those brand logoed items are contained within the packaging of an alcoholic liquor product that is to be sold to a consumer.

MCL 436.1609(11)(a) As used in this section: "Barware" means the following brand logoed items:

- Trays
- Coasters
- Napkins
- Shirts
- Hats
- Pitchers
- Drinkware that is intended to be reused
- Bar mats
- Buckets
- Bottle openers
- Stir rods
- Patio umbrellas
- Any packaging used to hold and deliver the alcoholic liquor purchased by the retailer