

FIELD NAME	DESCRIPTION
Brand Name	Product name assigned by the Supplier
Liquor Code	Five digit code number assigned by the MLCC that is used to order liquor in Michigan, in the Liquor Price Book, on invoices, etc.
ADA Number	Three digit number, assigned by the MLCC, that identifies which Authorized Distribution Agent (ADA) distributes the product
ADA Name	Name of the ADA that distributes the product
Vendor Name	Name of the products supplier
Liquor Type	Category of liquor that the product falls under, i.e. Gin, Vodka, etc.
Proof	Alcoholic Proof of the product
Bottle Size	Size of individual containers of the product, in milliliters
Pack Size	Number of individual containers in one whole case of the product
On-Premises Price	Price per bottle paid by on-premises licensees to the MLCC for purchase of the product
Off-Premises Price	Price per bottle paid by off-premises licensees to the MLCC for purchase of the product
Shelf Price	Price per bottle, excluding sales tax, paid by the retail consumer to an off-premises licensee
GTIN(UPC) Code Number 1	Global Trade Item Number assigned by the supplier
GTIN(UPC) Code Number 2	A second, valid Global Trade Item Number, where applicable
Effective Date	The date that the above information regarding this product, and the entire file, becomes valid