

SENATE BILL No. 256

February 22, 2001, Introduced by Senators JOHNSON, BULLARD, GOUGEON, NORTH, SCHWARZ and STEIL and referred to the Committee on Economic Development, International Trade and Regulatory Affairs.

A bill to amend 1998 PA 58, entitled
"Michigan liquor control code of 1998,"
by amending section 1027 (MCL 436.2027).

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

1 Sec. 1027. (1) Unless otherwise provided by rule of the
2 commission, a person shall not conduct samplings or tastings of
3 any alcoholic liquor for a commercial purpose except at premises
4 that are licensed by the commission for the sale and consumption
5 of alcoholic liquor on the premises.

6 (2) This section does not prevent ~~a~~ EITHER OF THE
7 FOLLOWING:

8 (A) A vendor of spirits, brewer, wine maker, mixed spirit
9 drink manufacturer, small wine maker, outstate seller of beer,
10 outstate seller of wine, or outstate seller of mixed spirit
11 drink, or a bona fide market research organization retained by 1

1 of the persons named in this subsection, from conducting
2 samplings or tastings of an alcoholic liquor product before it is
3 approved for sale in this state if the sampling or tasting is
4 conducted pursuant to prior written approval of the commission.

5 (B) AN ON-PREMISES LICENSEE FROM GIVING A SAMPLING OR TAST-
6 ING OF ALCOHOLIC LIQUOR TO AN EMPLOYEE OF THE LICENSEE FOR THE
7 PURPOSE OF EDUCATING THE EMPLOYEE REGARDING 1 OR MORE TYPES OF
8 ALCOHOLIC LIQUOR SO LONG AS THE EMPLOYEE IS AT LEAST 21 YEARS OF
9 AGE.

10 (3) A sampling or tasting of any alcoholic liquor in a home
11 or domicile for other than a commercial purpose is not subject to
12 this section.

13 (4) For purposes of this section, "commercial purpose" means
14 a purpose for which monetary gain or other remuneration could
15 reasonably be expected.