

SENATE BILL NO. 513

September 03, 2025, Introduced by Senators HAUCK, BELLINO, MCMORROW, WOJNO, SINGH, HERTEL, SANTANA, BUMSTEAD, LAUWERS, POLEHANKI, WEBBER and DAMOOSE and referred to Committee on Regulatory Affairs.

A bill to amend 1998 PA 58, entitled
"Michigan liquor control code of 1998,"
by amending section 105 (MCL 436.1105), as amended by 2022 PA 226,
and by adding section 604.

THE PEOPLE OF THE STATE OF MICHIGAN ENACT:

- 1 Sec. 105. (1) "Alcohol" means the product of distillation of
- 2 fermented liquid, whether or not rectified or diluted with water,
- 3 but does not mean ethyl or industrial alcohol, diluted or not, that
- 4 has been denatured or otherwise rendered unfit for beverage
- 5 purposes.
- 6 (2) "Alcohol vapor device" means any device that provides for

1 the use of air or oxygen bubbled through alcoholic liquor to
2 produce a vapor or mist that allows the user to inhale this
3 alcoholic vapor through the mouth or nose.

4 (3) "Alcoholic liquor" means any spirituous, vinous, malt, or
5 fermented liquor, powder, liquids, and compounds, whether or not
6 medicated, proprietary, **or** patented, and by whatever name called,
7 containing 1/2 of 1% or more of alcohol by volume that are fit for
8 use for food purposes or beverage purposes as defined and
9 classified by the commission according to alcoholic content as
10 belonging to 1 of the varieties defined in this chapter.

11 (4) "Alternating proprietorship" means 1 of the following:

12 (a) An arrangement in which 2 or more wine makers or small
13 wine makers take turns using the same space and equipment to
14 manufacture wine under section 603(9)(a) and in accordance with 27
15 CFR 24.136.

16 (b) An arrangement in which 2 or more brewers or micro brewers
17 take turns using the same space and equipment to manufacture beer
18 under section 603(9)(b) and in accordance with 27 CFR 25.52.

19 (5) "Approved tasting room" means a tasting room that is
20 approved by the commission. A licensee with an approved tasting
21 room is not a retail licensee as that term is used in this act and
22 the rules promulgated under this act except for sections 701, 801,
23 803, 815, 905, and 906.

24 (6) "Authorized distribution agent" means a person approved by
25 the commission to do 1 or more of the following:

26 (a) To store spirits owned by a supplier of spirits or the
27 commission.

28 (b) To deliver spirits sold by the commission to retail
29 licensees.

(c) To perform any function needed to store spirits owned by a supplier of spirits or by the commission or to deliver spirits sold by the commission to retail licensees.

(7) "Bar" means a barrier or counter at which alcoholic liquor is sold to, served to, or consumed by customers.

(8) "Beer" means a beverage obtained by alcoholic fermentation of an infusion or decoction of barley, malt, hops, sugar, or other cereal in potable water.

(9) "Bottle" or "bottling" means a process, separate from manufacturing, using owned or leased equipment to fill and seal a container, including a keg, with alcoholic liquor for sale at wholesale or retail in accordance with this act. Bottle or bottling does not include filling a growler for sale at retail.

(10) "Brand" means any word, ~~name,~~ **group of words, letter,** group of letters, symbol, ~~trademark,~~ **group of symbols,** or combination thereof adopted and used by a supplier to ~~name,~~ identify, **or trademark** a specific beer, malt beverage, wine, mixed wine drink, or mixed spirit drink product. ~~and to distinguish that product from another beer, malt beverage, wine, mixed wine drink, or mixed spirit drink product that is produced or marketed by that or another supplier. As used in this subsection, "supplier" means a brewer, micro brewer, an outstate seller of beer, a wine maker, a small wine maker, an outstate seller of wine, a manufacturer of mixed wine drink, an outstate seller of a mixed wine drink, a mixed spirit drink manufacturer, or an outstate seller of mixed spirit drink. A supplier's legal name, assumed name, or trade name, or any doing-business-as name used by the supplier is considered a brand name, identifier, or trademark if it is used on the container or packaging of the beer, wine, mixed wine drink, or mixed spirit~~

1 drink to market the product, except under either of the following
2 circumstances:

3 (a) The use of the legal name, assumed name, trade name, or
4 doing-business-as name is not considered a brand name, identifier,
5 or trademark if it is not prominently featured on the container or
6 packaging of the beer, wine, mixed wine drink, or mixed spirit
7 drink.

8 (b) The use of the legal name, assumed name, trade name, or
9 doing-business-as name is not considered a brand name, identifier,
10 or trademark if it is used solely for any of the following
11 purposes:

12 (i) Identifying the supplier that manufactured the beer, wine,
13 mixed wine drink, or mixed spirit drink.

14 (ii) Identifying the supplier that has bottled the beer, wine,
15 mixed wine drink, or mixed spirit drink.

16 (iii) Identifying the supplier that has imported the beer, wine,
17 mixed wine drink, or mixed spirit drink.

18 (11) "Brand extension" means any ~~brand that incorporates all~~
19 ~~or a substantial part of the unique features of a preexisting~~
20 ~~brand, regardless of whether the extension is beer, wine, mixed~~
21 ~~wine drink, or mixed spirit drink.~~ beer, wine, mixed wine drink, or
22 mixed spirit drink brand that is marketed, in any manner, using the
23 same name, identifier, or trademark associated with a brand that
24 has preceded it in being sold or offered for sale in this state, or
25 a derivative or portion of the name, identifier, or trademark,
26 regardless of any of the following:

27 (a) The addition of words or letters in a word.

28 (b) The addition of a name, identifier, or trademark.

29 (c) The addition of a symbol.

1 (d) Any differences in the packaging, formulation, or
2 production of the beer, wine, mixed wine drink, or mixed spirit
3 drink or the shape, size, or type of container in which the beer,
4 wine, mixed wine drink, or mixed spirit drink is sold.

5 (e) Changes in the alcohol category used in the brand
6 extension. As used in this subdivision only, alcohol category means
7 a beer category, a wine category, a mixed wine drink category, or a
8 mixed spirit drink category.

9 (f) The manufacturer, importer, or licensed outstate seller of
10 the brand extension being different from the manufacturer,
11 importer, or licensed outstate seller of the underlying brand the
12 extension is based on.

13 (12) "Brandy" means an alcoholic liquor as defined in 27 CFR
14 ~~5.22(d)~~.5.145.

15 (13) "Brandy manufacturer" means a wine maker or a small wine
16 maker licensed under this act to manufacture brandy. A wine maker
17 or small wine maker authorized to manufacture brandy shall not
18 manufacture any other spirits. The commission may approve a brandy
19 manufacturer to sell brandy that it manufactures at retail in
20 accordance with section 537.

21 (14) "Brewer" means a person located in this state that is
22 licensed to manufacture beer and sell at retail in accordance with
23 section 537 and to licensed wholesalers beer manufactured by the
24 person.

25 (15) "Brewpub" means a license issued in conjunction with a
26 class C, tavern, class A hotel, or class B hotel license that
27 authorizes the person licensed with the class C, tavern, class A
28 hotel, or class B hotel **license** to manufacture and brew not more
29 than 18,000 barrels of beer per calendar year in this state and

1 sell at its licensed premises the beer produced for consumption on
2 or off the licensed brewery premises in the manner provided for in
3 sections 405, 407, and 537.

4 (16) As used in subsection (10), "supplier" means a brewer, a
5 micro brewer, an outstate seller of beer, a wine maker, a small
6 wine maker, an outstate seller of wine, a manufacturer of a mixed
7 wine drink, an outstate seller of a mixed wine drink, a mixed
8 spirit drink manufacturer, and an outstate seller of a mixed spirit
9 drink.

10 (17) With regard to subsections (10) and (11), distribution
11 rights in effect as of the effective date of the amendatory act
12 that added this subsection are preserved. However, this subsection
13 does not limit application of subsection (11) to a beer, wine,
14 mixed wine drink, or mixed spirit drink that would be considered a
15 brand extension after the effective date of the amendatory act that
16 added this subsection that is based on a brand that was in
17 existence before the effective date of the amendatory act that
18 added this subsection.

19 Sec. 604. A supplier that registers a multibranded product
20 with the commission shall appoint the wholesaler or wholesalers
21 that have rights to the supplier's underlying brand. As used in
22 this section, "multibranded product" means any beer, wine, mixed
23 wine drink, or mixed spirit drink that includes 2 or more brands of
24 different suppliers.

25 Enacting section 1. This amendatory act does not take effect
26 unless Senate Bill No. 512 of the 103rd Legislature is enacted into
27 law.