



STATE OF MICHIGAN
LIQUOR CONTROL COMMISSION

RICK SNYDER
GOVERNOR

DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
STEVEN H. HILFINGER, DIRECTOR

ANDREW J. DELONEY
CHAIRPERSON

September 24, 2012

Re: Trade Shows and Trade Conventions

Dear Licensee:

Recently, the Michigan Liquor Control Commission (Commission) rescinded three orders that were previously adopted on March 2, 1983, September 18, 1991, and September 27, 1991, concerning Trade Show and Convention participation. This correspondence will clarify the recent changes as it relates to the organization and participation in professional trade shows involving the tasting of alcoholic beverage products.

Under MCL 436.2027(1), a person may conduct tastings of alcoholic beverages for a commercial purpose at establishments that are licensed for the on-premises sale and consumption of alcoholic beverages. It is not the intention of the Commission to prevent the tastings of alcoholic beverages lawfully promoted by vendors of spirits, manufacturers, outstate sellers of beer, outstate sellers of wine, outstate sellers of mixed spirit drink (suppliers), and wholesalers to retail licensees and their employees at these professional industry only events.

Accordingly, suppliers and wholesalers can continue to participate in professional industry trade shows and trade conventions at licensed on-premises establishments and can continue to provide tastings of their registered and approved product brands in Michigan to licensed retailers and their employees and representatives who are at least 21 years of age and who are not visibly intoxicated. All tastings offered at the trade shows and trade conventions can only be from products that are approved for sale in this state.

Any person offering tastings of alcoholic beverage products at a trade show or trade convention must hold a valid salesperson or vendor representative license issued by the Commission. Additionally, all advertising and point of sale material must comply with Commission rules and regulations.

I hope this information is useful and provides clarification for continuing participation in successful and responsible professional industry trade shows and trade conventions.

Sincerely,

A handwritten signature in black ink, appearing to read "A. Deloney".

Andy Deloney, Chairman
Michigan Liquor Control Commission

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