

Michigan Liquor Control Commission

www.Michigan.gov/LCC



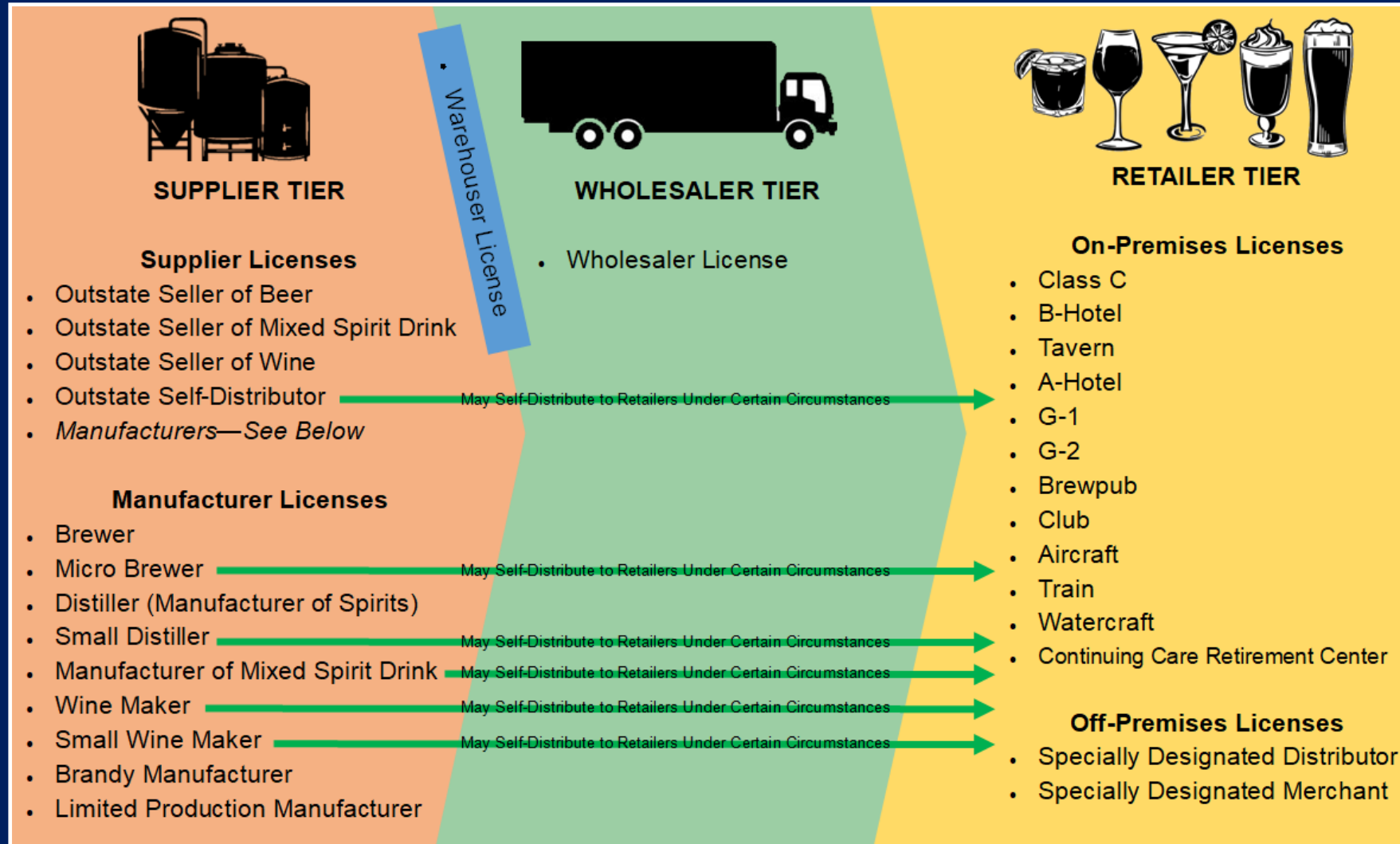


Article IV, Section 40 of the Michigan Constitution of 1963 and the Michigan Liquor Control Code empower the Michigan Liquor Control Commission to regulate alcoholic beverage traffic within the State of Michigan.

The mission of the Liquor Control Commission is to make alcoholic beverages available for consumption while protecting the consumer and the general public through regulation of those involved in the sale and distribution of these alcohol beverage products.



Michigan's Three-Tier System



Number of Licenses

1,200+
Manufacturers

100+
Wholesalers

20,000+
Retailers

Total Licenses & Permits

The MLCC currently has over
110,800* licenses and permits
issued:

- 42,825 Licenses
- 68,046 Permits

The annual renewal period for these licenses
occurs from March to April 30

*As of February 6, 2025



The image shows a sample Michigan Liquor Control Commission (MLCC) license form. The form is titled "STATE OF MICHIGAN - LIQUOR CONTROL COMMISSION" and includes a seal of the state of Michigan. It contains various fields for license information, including the business ID, license number, and expiration date. The form is marked with a large red "SAMPLE" watermark. The license is for a "Resort Class C" and is valid from May 1, 2019, to April 30, 2020. The form also includes a section for the licensee's signature and the MLCC's signature.

STATE OF MICHIGAN - LIQUOR CONTROL COMMISSION

This is to certify that a License is hereby granted to the person(s) named with the stipulation that the licensee is in compliance with Commission Rule R 436.1003, which states that a licensee shall comply with all state and local building, plumbing, zoning, sanitation, and health laws, rules, and ordinances as determined by the state and local law enforcement officials who have jurisdiction over the licensee. Issuance of this license by the Michigan Liquor Control Commission does not waive this requirement. The licensee must obtain all other required state and local licenses, permits, and approvals for this business before using this license for the sale of alcoholic liquor on the licensed premises.

This License is granted in accordance with the provisions of Act 58 of the Public Acts of 1996 and shall continue in force for the period designated unless suspended, revoked, or declared null and void by the Michigan Liquor Control Commission. Failure to comply with all laws and rules may result in the revocation of this license.

Department of Licensing and Regulatory Affairs

THIS LICENSE SUPERSEDES ANY AND ALL OTHER LICENSES ISSUED PRIOR TO FEBRUARY 24, 2020.

BUSINESS ID: 0654321 FILE NUMBER: G-234

XYZ RESTAURANT, INC.

D/B/A ANY TOWN RESTAURANT

6789 S. LONG RD.

ANY TOWN, MI 48000-4321

ANY COUNTY

ANY TWP

LICENSE #

L-000620000

L-000620001

LICENSE:

Resort Class C

Specially Designated Merchant

TOTAL BARS: 3

DIRECT-CONNECTIONS: 1

OUTDOOR SERVICE AREA: 1

PASSENGERS:

ROOMS:

PERMIT

Sunday Sales (PM), Sunday Sales (AM), Outdoor Service Area(1), Dance-Entertainment, Direct Connection(1), Additional Bar(1), Specific Purpose(Gold) [Sunday-Sunday Hours: 7:00 AM-12:00 PM], Specific Purpose(Gold) [Sunday-Sunday Hours: 7:00 AM-12:00 PM], Additional Bar(1)

IN WITNESS WHEREOF,

This License has been duly signed and sealed by both the Michigan Liquor Control Commission and the Licensee(s).

LIQUOR CONTROL COMMISSION

LICENSEE(S) SIGNATURE(S)

2019

2020

LICENSE EFFECTIVE MAY 1, 2019 - EXPIRES APRIL 30, 2020

Spirits Retailers



4,800+
Off-Premises
Retailers

14,400+
Retailers
Can Order
Spirits
Weekly



9,500+
On-Premises
Retailers

Spirits Merchandising Statistics for Michigan

(2023 Financial Report)



Number of
Cases Sold

10,508,503



Average
Case Price

\$179.02



Items
Available

12,498



Number of
Bottles Sold

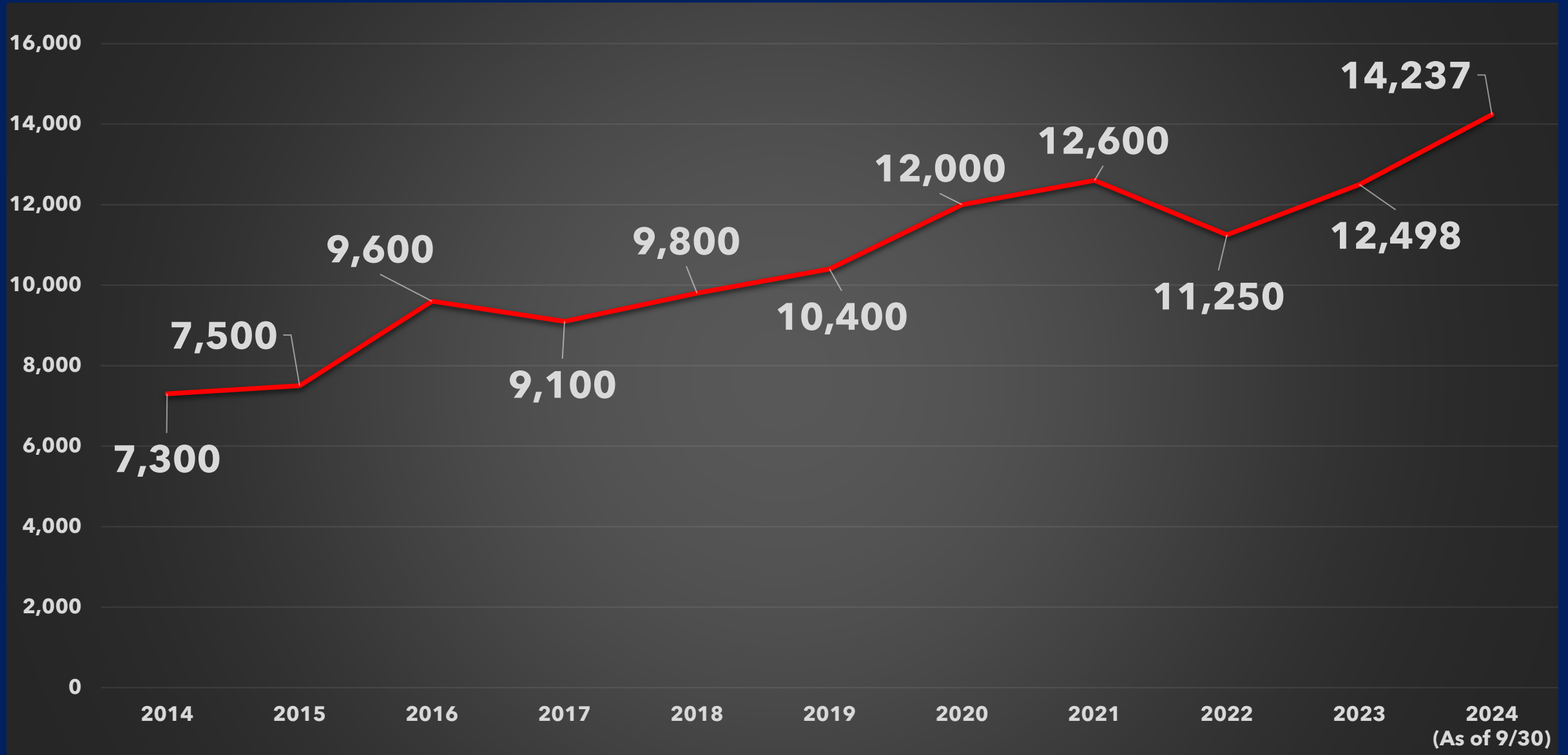
173,441,206



Average Price
Per Bottle

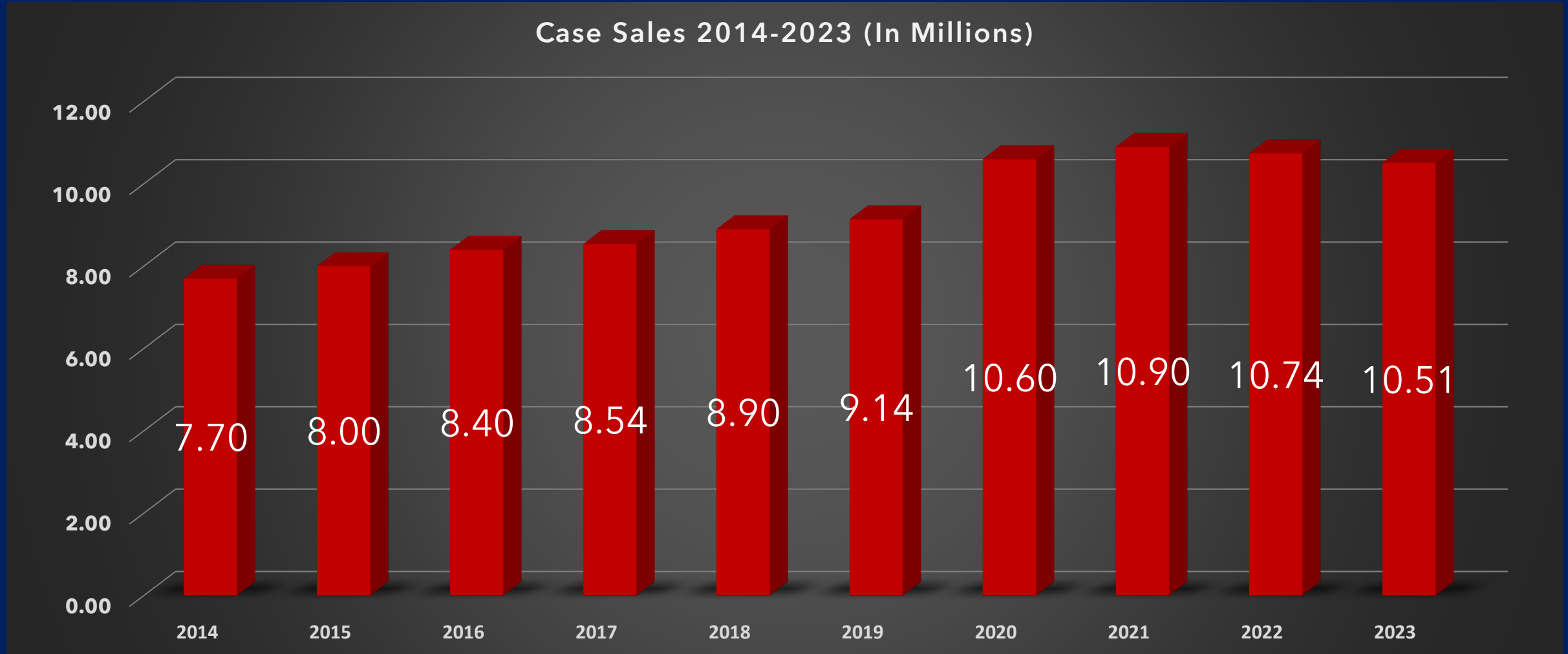
\$10.85

Number of Spirits SKUs Listed in Michigan

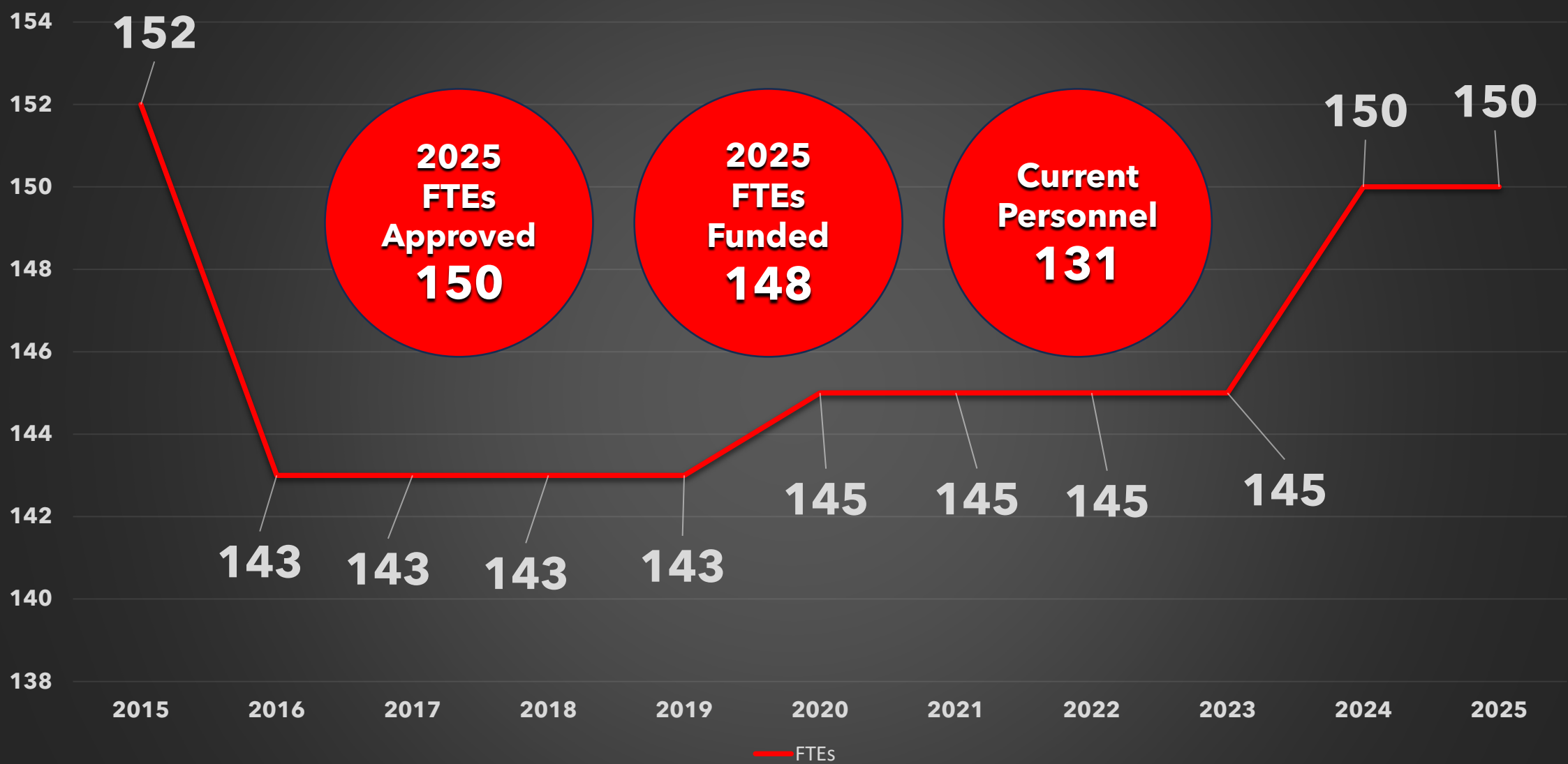


Spirits Sales Trends in Michigan - Case Sales

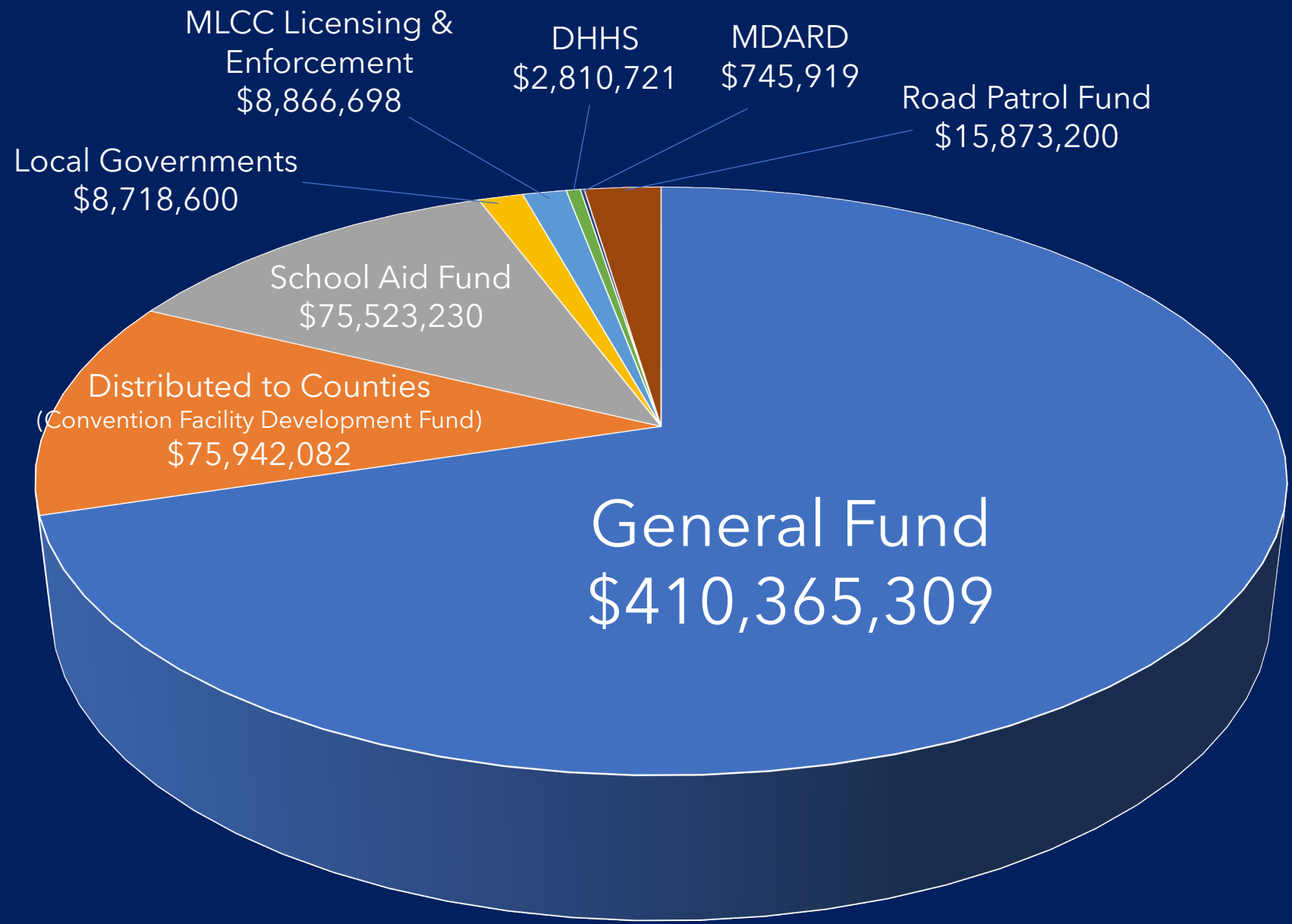
(2023 Financial Report)



Approved FTEs 2015 to 2025



Distribution of MLCC Revenue



The MLCC collected total revenue of **\$598,845,759** during Fiscal Year 2024*

*Unaudited FY2024 Estimates

2025-26 Budget

8. Michigan Liquor Control Commission (MLCC) Includes \$297,300 in state restricted funding and authorization for 2.0 FTEs within the Management Support Services line item to support oversight and management of the MLCC's inventory. The positions would include one accountant and one department technician.	FTE	31.0	2.0
	Gross	\$4,921,600	\$297,300
	Restricted	4,921,600	297,300
	GF/GP	\$0	\$0

Current Work Projects

SIPS+

- \$161,000 from IT Line Item
- \$1.8 Million from Liquor Licensing & Enforcement Line Item Savings

2024 MLCC Accomplishments

- Launched MLCC on the Road, an opportunity for licensees, local governments, and business organizations to ask questions, make suggestions, and share information about liquor licensing issues with the MLCC through listening and learning sessions around Michigan. The program focuses on listening and educating and is a pro-active approach to providing excellent customer services to industry stakeholders.
- Developed the MLCC on The Road Podcast and recorded several episodes for the podcast launch in 2025. The MLCC On The Road Podcast provides helpful facts, unique interviews, and important information to all who are interested in the alcoholic beverage industry in Michigan.
- Annual renewal of all licensees was streamlined. Renewal for 2024 was the earliest processing in decades with reduced backlogs and review time for staff and eliminated most of the scanning of paper applications.
- Initiated a process improvement to streamline the Enforcement Division portion of the MLCC application process to tailor what documents are requested for each individual application based on the unique circumstances of each applicant. The topic most affected by this process improvement is the financial verification section.
- Coordinated a pilot program with the goal of making Enforcement Division investigators more efficient by specializing their duties.
- SIPS will replace the current 50-year-old system that allows the MLCC to verify its sales, balance its inventory and enable the MLCC to purchase spirits.

Michigan Liquor Control Commission Contacts



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