

Michigan

MICHIGAN NEWS

Michigan's alcohol sales equate to 8 drinks weekly per state resident

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(MLive file photo)

BY JULIE MACK

Enough alcohol is sold in Michigan to supply every state resident, regardless of age, with eight alcoholic drinks a week, according to data from the Michigan Liquor Control Commission.

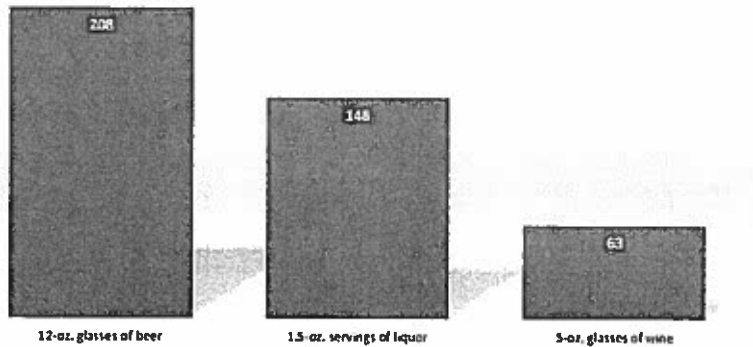
Alcohol is a \$6 billion industry in the state, and those sales are going up, according to the MLCC's most recent reports.

MLCC has detailed information on liquor sales because retailers and establishments that sell liquor by the glass must purchase spirits from the state's wholesale distribution system.

That system doesn't include beer and wine, but the MLCC has statewide data on those beverages through collection of the state's beer and wine tax.

Below are some highlights from the MLCC's most recent reports.

Michigan's 2014 alcohol sales equated to this many drinks for each Michigan resident



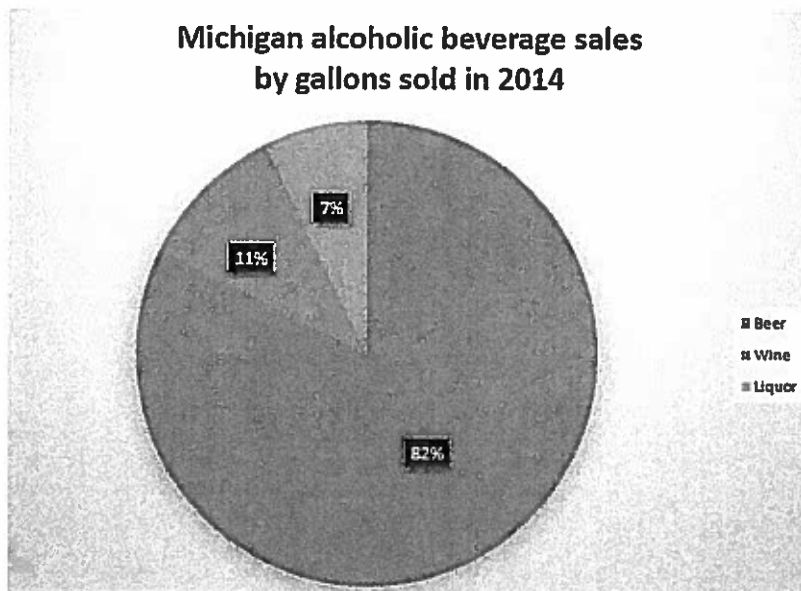
(Source: Michigan Liquor Control Commission)

How much do Michiganders drink?

According to the MLCC, there were 7.7 million cases of hard liquor sold in the 2014 fiscal year, along with 6.2 million barrels of beer and 92 million liters of wine.

That's the equivalent of 419 drinks a year per Michigander, regardless of age, with this breakdown:

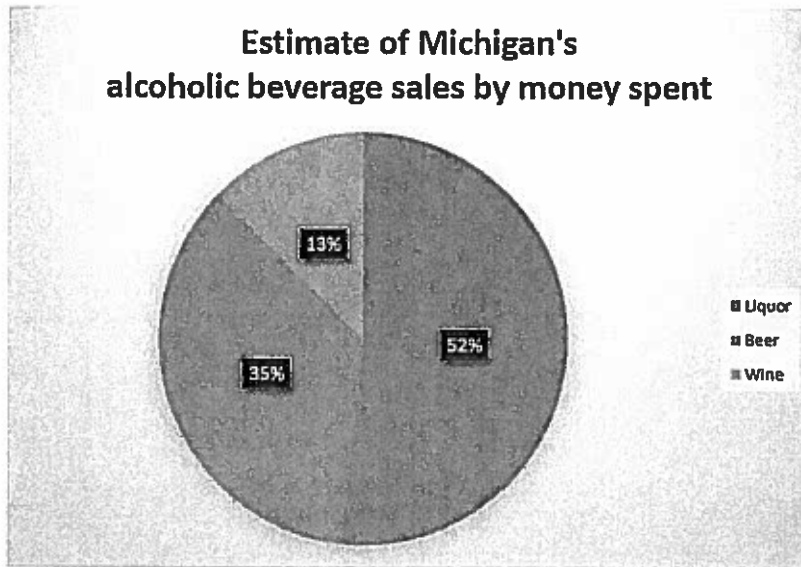
- 208 12-ounce beers;
- 148 1.5-ounce shots of hard liquor;
- 63 5-ounce glasses of wine.



(Source: Michigan Liquor Control Commission)

By quantity, beer accounts for 82% of Michigan alcohol sales

To be clear, beer sales far outpace wine and liquor sales in sheer quantity. About 192.9 million gallons of beer sold in Michigan in fiscal 2014 compared to 24.3 million gallons of wine and 17.3 million gallons of liquor.

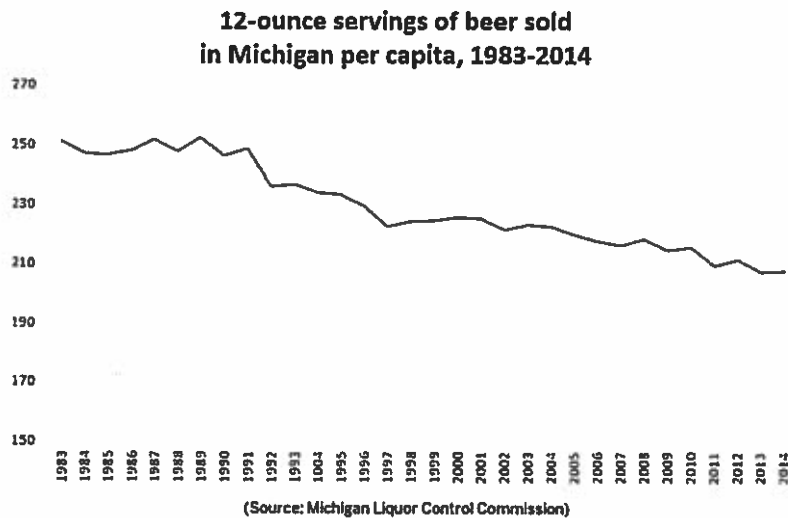


But more money is spent on liquor

The Michigan Liquor Control Commission estimates about \$6.1 billion was spent on alcoholic beverages in fiscal 2014, of which 52% was spent on liquor.

The MLSS analysis assumed an average price of \$12.19 for a bottle of liquor, \$8 for a bottle of wine and \$1 for a 12-ounce beer. That's an average of about 45 cents per ounce for liquor compared to 24 cents per ounce of wine and 8 cents per ounce for beer

Source: MLCC

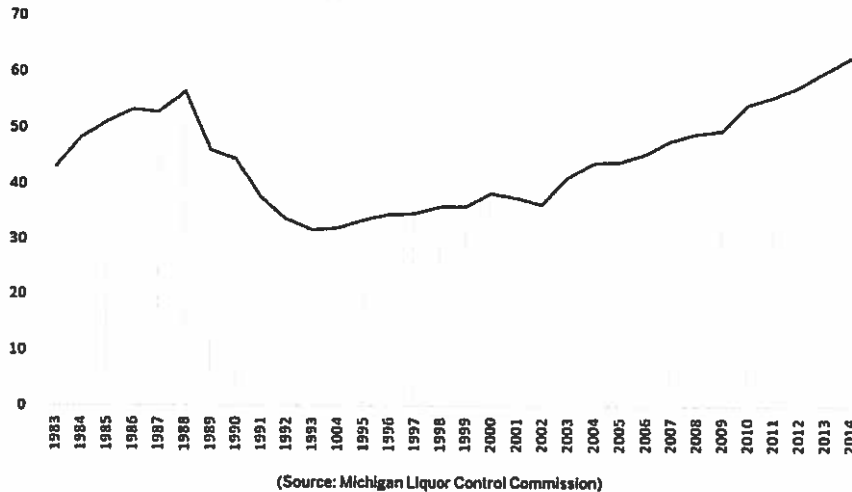


Per capita beer sales trending down

Michigan beer sales per capita have been trending down since 1987, according to data from the Michigan Liquor Control Commission.

In 1987, there were 23.59 gallons of beer sold per Michigander, which equates to 252 12-ounce servings. By 2014, beer sales had dropped to 19.46 gallons per capita, the equivalent of 208 glasses of beer.

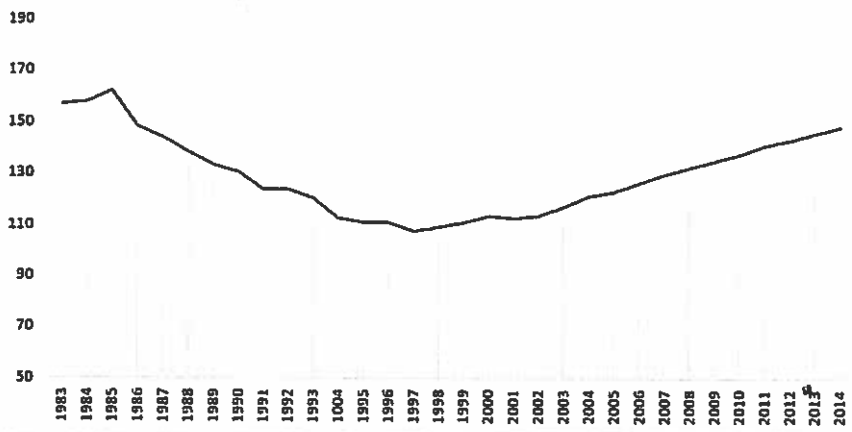
5-ounce servings of wine sold in Michigan per capita, 1983-2014



Per capita wine sales trending up

Michigan wine sales per capita have been trending up since the early 1990s. In 1993, there were 1.24 gallons of wine sold per Michigander, which equates to 32 5-ounce servings. By 2014, wine sales were up to 2.45 gallons per capita, the equivalent of 63 glasses of wine.

1.5-ounce servings of hard liquor sold in Michigan per capita, 1983-2014

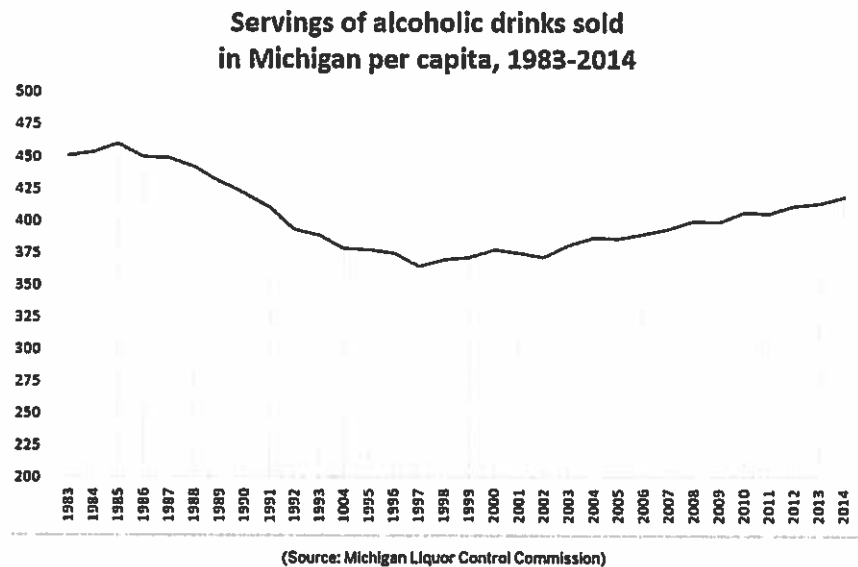


Source: MLCC

Liquor sales also going up

Per capita sales of liquor other than beer and wine have been trending up since the late 1990s.

In 1997, there were 1.26 gallons of liquor sold per Michigander, which equates to 108 1.5-ounce servings. By 2014, liquor sales were up to 1.74 gallons per capita, the equivalent of 148 1.5-ounce shots of liquor.



Total servings of alcoholic drinks per capita increasing

Add together Michigan's per capita sales of liquor, wine and beer since 1983, and it appears total per capita servings of alcohol are going up.

The number peaked in the mid-1980s -- in 1985, per capita alcohol sales equated to 460 drinks -- 247 12-ounce beers, 48 5-ounce glasses of wine and 158 1.5-ounce servings of liquor.

The low point was 1996 when sales equated to 365 alcoholic drinks. In 2014, the per capita total was 419.

Mackinac County ranks 1st in hard liquor consumption

Thanks to strong sales on Mackinac Island, Mackinac County appears to be the No. 1 county in Michigan for hard liquor consumption, based on 2016 per-capita wholesale liquor purchases by restaurants, bars and retailers. Tuscola County in the Thumb region ranked last.

This map shows those 2016 wholesale liquor purchases in each county. You can click on a county to see the underlying data. Note the data in this map does not include wine and beer.

To be clear, this data correlates to how much liquor was sold in the county vs. consumption by local residents, and is somewhat distorted by the tourism and entertainment industries.

It's no coincidence the highest-ranked counties either have a strong tourism industry and/or have entertainment venues such as casinos and sports stadiums that draw larger numbers of people from outside the county.



(Source: Michigan Liquor Control Commission)

Michigan's biggest seller of liquor: Meijer

Meijer accounts for about 15% of all wholesale liquor purchases in Michigan, including purchases by bars and restaurants as well as retail stores.

In 2016, the state's No. 1 establishment for wholesale liquor purchases was the Meijer store on East Beltline Road in Grand Rapids, which purchased \$2 million in liquor.

No. 2: Meijer store in Traverse City on U.S. 31. No. 3: Meijer on 28th Street in Grand Rapids. No. 4: Meijer on Ann Arbor-Saline Road in Ann Arbor.

About 83% of liquor in Michigan was sold through retailers vs. consumed at bars, restaurants or other establishments that sell liquor by the glass.

Packaged liquor is \$1B business in Michigan

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