

**COST BREAKOUT OF A SPIRIT  
WITH A \$19.99 SHELF PRICE**

MLCC mark-up is 65%

- Convention Facilities Tax - 4%
- School Aid Tax - 4%
- General Fund Tax - 4%
- Retail Sales Tax - 6%
- Michigan Liquor Control Commission Profit
- Licensee Profit through Discount
- Federal Excise Tax (\$13.50 per proof gallon paid by distillery or importer)
- Distillery or Importer



\$0.71  
\$0.71  
\$0.71  
\$1.20  
\$3.94  
\$3.00  
\$4.28  
\$6.67

**MEMBERS AS OF MAY 2019**

- |                           |                               |
|---------------------------|-------------------------------|
| Agave Loco                | Mast-Jägermeister US          |
| Bacardi USA               | McCormick Distilling          |
| Beam Suntory              | Patron Spirits                |
| Broken Shed Vodka         | Pernod                        |
| Brown Forman              | Philips Distilling            |
| Campari Group             | Proximo Spirits               |
| Casamigos Spirits Company | Remy USA                      |
| Constellation Brands      | RNDC MI                       |
| Deep Eddy Vodka           | Sazerac Company               |
| Diageo                    | Sompriya Fine Spirits         |
| Elite Beverage            | Southern Wine & Spirits       |
| Imperial Beverage         | Stoli Group USA               |
| Infinium Spirits          | Tito's Vodka                  |
| Laird & Co                | Traverse City Whiskey Company |
| Luxco                     | William Grant & Sons          |

**ALLIED MEMBERS**

- |                                       |                          |
|---------------------------------------|--------------------------|
| Benchmark Beverages                   | MFEA                     |
| DISCUS                                | MLBA                     |
| JGJ Marketing Inc.                    | NABCA                    |
| Keep it Simple Syrup by Chef Sous LLC | The Social Connection    |
| Leisure Media 360                     | Valentine Distilling Co. |



Pick up a copy of our "Pure Spirits" magazine at any Michigan Welcome Center or at many Spirits Retailers around the state.

Sign up for a *free subscription* of the online version of "Pure Spirits" at [eguide.mispirits.org](http://eguide.mispirits.org)



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**REPRESENTING MICHIGAN'S  
LIQUOR INDUSTRY FOR OVER 50 YEARS**

## BACKGROUND

Established in 1967, the Michigan Spirits Association represents the vendors, suppliers and distributors of distilled spirit products. We partner with the Michigan Liquor Control Commission to ensure that quality products are available to meet consumer demand across the state.

Our members provide tens of thousands of jobs for Michigan residents and generate over \$400 million annually in liquor revenue, making the spirits industry one of the state's largest revenue sources. In fact, Michigan Spirits Association members represent more than 74 percent of the more than 8.3 million cases of liquor sold in the state each year.



## ADVOCACY

The Michigan Spirits Association serves as an effective voice for its members at the state Capitol. In addition to active lobbying and daily monitoring of both regulatory and legislative issues, the Association diligently advocates for its members on the following::

- Promoting the responsible use of distilled spirits
- Stopping additional mark-ups and tax increases on the distilled spirits industry
- Curtailing underage drinking
- Preventing the bootlegging of distilled spirits and increasing penalties for offenses
- Reducing burdensome regulation on the spirits industry
- Helping the state and our members increase revenue without raising taxes

## THE MICHIGAN SPIRITS BUSINESS

In fact, in 2017, more than 8.5 million 9-liter cases of spirits were sold for gross revenue of over \$1.3 billion, making Michigan spirit sales the sixth highest in the United States and the largest of the 17 control states. By definition, distilled spirit products are those that contain at least 10 percent alcohol by volume (or 20 proof). Lower proof products are sold through either beer or wine wholesalers. A part of Michigan's economic fabric, the sale and merchandising of distilled spirits fall under the jurisdiction of the Michigan Liquor Control Commission (MLCC). The Commission sets minimum pricing for all liquor sold in the state, which is the same for all retailers. Michigan is among one of the most active states as far as variety and the number of available products. As previously noted, taxes and fees collected from the sale of distilled spirits amount to nearly \$400 million for the state of Michigan each year.

## BY THE NUMBERS

**\$13,128,037**

Wine Excise Tax for 2017



**\$0.02**

Wine Tax/Drink

**\$37,981,405**

Beer Excise Tax for 2017



**\$0.02**

Beer Tax/Drink

**\$465 MILLION**

in Gross Liquor Revenues  
& Taxes to MI in 2017\*



**\$0.21**

Liquor Tax/Drink

Tax amount contributed by the drink.

\*Source – MLCC 2017 Financial Report

## SOCIAL RESPONSIBILITY

For decades, the Michigan Spirits Association and its members have been on the forefront of promoting the responsible consumption of distilled spirits. It is part of our mission and something that we all take very seriously. In addition, the Association advocates for the prevention of underage drinking through vigilant enforcement of state law and strict penalties for violations.

