

DATE: November 18, 2010

TO: MLCC Retailers, Wholesalers & Suppliers

FROM: Michigan Liquor Control Commission

SUBJECT: Alcohol Energy Drink Removal Procedures

As a result of the Commission Order dated November 4, 2010 stating that alcohol energy drinks no longer be sold or offered for sale as of 30 days from the effective date of the Commission Order, the Michigan Liquor Control Commission will address enforcement of the Commission Order as follows:

- Manufacturers of the malt based alcohol energy drinks identified on the list attached to the Commission Order dated November 4, 2010 must remove said products from the Michigan marketplace by December 3, 2010 at 12:00 A.M.
- Michigan Beer and Wine Wholesalers must remove products from retail accounts, both on and off premise, by December 3, 2010 at 12:00 A.M.
- Michigan retail accounts, both on and off premise, must cease sales of the aforementioned products by December 3, 2010 at 12:00 A.M.

Product adjustments maybe made in accordance with the [Commission Order](#) dated January 20, 2010.

Licensees may submit a [claim](#) for recovery for beer taxes paid in accordance with [MCL 436.1409](#)

The manufacturer, wholesaler and retail outlet may wish to coordinate efforts in order to meet the December 3, 2010 deadline for removal of the alcohol energy drink products.