



Wine Producers Association

Best Practices for Direct Shipment of Wine

Please note: Although Michigan law refers to wine being shipped “into the state,” the laws (and best practices) apply to shipments from both within and outside of the state.

Before Taking Orders

- Obtain a Direct Shipper license from the Michigan Liquor Control Commission, and pay the \$100 annual fee.
 - This license DOES NOT allow for the direct shipment of imported wines- ensure that any wines you import cannot be shipped to Michigan.

Before Shipping

- Make sure all wine labels are registered.
 - This can be done through the “Online Services” section at www.michigan.gov/lcc
- Verify that the person placing the order is at least 21 years of age using one of two methods:
 - Obtaining a copy of a photo ID issued by State of Michigan or the federal government.
 - Utilizing an online identification verification service. (For a list of services, please visit http://www.michigan.gov/lara/0,4601,7-154-35299_10570_15039-150257--,00.html)
 - You MUST record the name, address, date of birth, and telephone number of the person placing the order.
- Stamp, print, or label on the outside of the shipping container the phrase “Contains alcohol. Must be delivered to a person 21 years of age or older.”
- Place a label on the top of the shipping container that contains the following information:
 - Direct Shipper license number
 - Order number
 - Name and address of the individual who placed the order
 - Name of the designated recipient (if different from individual who placed the order)

- Include an invoice in the shipment that lists the quantity of bottled wine, by brand name and corresponding registration number of approval, that is being shipped.
- Ensure that the recipient of the delivery is 21 years of age or older. The recipient MUST provide photo identification as well as a signature.
 - Shipping companies such as FedEx, DHL, and UPS have procedures in place for verifying that a recipient is 21 years of age or older.
- DO NOT ship more than 1,500 9-liter cases or 13,500 liters in total of wine to Michigan consumers in one calendar year.

After Taking Orders

- Pay any applicable taxes to the MLCC on a quarterly basis.
- Pay any applicable taxes to the Michigan Department of Treasury
- File a quarterly report with the MLCC with the total amount of wine shipped to consumers in Michigan by type, brand, and price.