

# Family businesses shape Michigan's beer and wine industry

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On June 23, National Family-Owned and Operated Businesses Day offers an opportunity to recognize the local companies that form the backbone of Michigan's economy. Among them are the state's beer and wine distributors—independent, family-owned businesses that have been serving their communities for decades.

These are multigenerational operations rooted in Michigan communities, where leadership is often passed from one generation to the next. Their longevity reflects not only business success but a deep commitment to the people and places they serve.



[Kickstand Brewing Co. celebrates 10 years in Commerce Township](#)The brewery has a full-service restaurant with wine and spirits, too.

When I began my work with the Michigan Beer and Wine Wholesalers Association two decades ago, the industry looked very different. Today, Michigan consumers enjoy an unprecedented variety of choices, supported by advanced logistics, compliance systems and strong retail partnerships.

That evolution has been driven in large part by family-owned distributors who continue to invest in their people, infrastructure and communities. Their local ownership gives them a unique understanding of the retailers and consumers they serve. It also means decisions are made with a long-term perspective—focused not just on growth but on sustainability and community impact.

Thoughtful alcohol policy helps ensure a fair and competitive marketplace, protects public health and safety, and allows businesses of all sizes to thrive. By maintaining strong relationships with lawmakers and industry partners, Michigan's beer and wine distributors have helped modernize laws while preserving the structure and accountability of the proven three-tier system.

As we recognize family-owned businesses across the state this June, it is worth celebrating the role Michigan's beer and wine distributors have played for decades and will continue to play in the years ahead. Their strength lies not only in their ability to adapt but in the values that have guided them from the beginning: local ownership, strong relationships and a commitment to doing business the right way.

Spencer Nevins

*President, Michigan Beer & Wine Wholesalers Association*