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MICHIGAN LIQUOR CONTROL COMMISSION
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Bulletin No. 2012-09

Date: June 5, 2012
To: Vendors, Vendor Representatives, Authorized Distribution Agents
From: Michigan Liquor Control Commission
Subject: Spirit Product Delisting Procedures

At its meeting of June 5, 2012, the Michigan Liquor Control Commission amended its Order of February 15, 2007 regarding spirit product delisting. The Order is revised and adopted as a Business Operating Procedure as follows:

Currently listed spirit products which have been listed for at least one year with sales of less than 12 standard size cases in the previous one year period will be presented to the Commission for delisting.

Currently listed 70000 series spirit products which have been listed for at least one year with sales of less than 12 standard size cases in the previous one year period will be presented to the Commission for delisting.

Products with a minimum shelf price of at least \$75.00 per bottle and less than \$250.00 per bottle with no sales activity in the previous one year period will be presented to the Commission for delisting. Products with a minimum shelf price of at least \$250.00 per bottle with no sales activity in the previous five year period will be presented to the Commission for review.

The sales activity will be reviewed biannually, for one year sales periods at the end of March and September.

All state owned inventory for spirit products which are delisted will be returned to the vendor of record at the time of review. The total current case cost of the delisted product inventory will be deducted from subsequent purchase orders.

A product which is delisted under this policy may not be resubmitted for listing for a period of one year from the effective date of the product's cancellation.

The new spirit delisting policy will be effective beginning on October 1, 2012. This new policy will be used for the first time for the one year sales activity review period ending at the end of March 2013.

If you have any questions please contact the Products and Pricing Section at 517.636.0304.