



STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
LIQUOR CONTROL COMMISSION

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In the matter of the request of)
BACARDI U.S.A., INC.)
2701 Le Jeune)
Coral Gables, FL 33134)
_____)

At the February 15, 2013 meeting of the Michigan Liquor Control Commission
(Commission) in Lansing, Michigan.

PRESENT: Andrew J. Deloney, Chairman
Dennis Olshove, Commissioner
Teri L. Quimby, Commissioner

ADMINISTRATIVE ORDER NO. 2013-01
SPIRIT PRODUCT DISTRIBUTION REQUEST

Bacardi U.S.A., Inc. (vendor of spirits), at the above-noted location, has acquired the St. Germain brand of spirits from Cooper Spirits Company (vendor of spirits). Bacardi U.S.A., Inc., a vendor of spirits, has an existing written agreement or contract with an Authorized Distribution Agent (ADA). Bacardi U.S.A., Inc. has submitted a written request for permission to distribute this new brand through their existing ADA, General Wine and Liquor Company, Inc., effective April 28, 2013.

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. MCL 436.1201(2) provides the Commission with the sole right, power, and duty to control the alcoholic beverage traffic

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and traffic in other alcoholic liquor within this state, including the manufacture, importation, possession, transportation and sale thereof.

After reviewing the request and discussion of the issue at the meeting, the Commission finds that based on the information received this request should be approved.

THEREFORE, IT IS ORDERED that:

- A. The request made by Bacardi U.S.A., Inc. to distribute the St. Germain brand through General Wine and Liquor Company, Inc. effective April 28, 2013 is hereby APPROVED.
- B. Bacardi U.S.A., Inc. and General Wine and Liquor Company, Inc. shall submit an executed Addendum to Schedule A of the ADA contract by February 15, 2013 to prevent delays for these product brands.
- C. Bacardi U.S.A., Inc. shall file the appropriate product changes in the Commission's E-Quote system by February 15, 2013 to prevent delays for these product brands.

MICHIGAN LIQUOR CONTROL COMMISSION

Andrew J. Deloney, Chairman

Dennis Olshove, Commissioner

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Teri L. Quimby, Commissioner

Date: February 19, 2013
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