



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

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In the matter of the request of )  
**PROXIMO SPIRITS, INC.** )  
333 Washington Street, 4<sup>th</sup> Floor )  
Jersey City, NJ 07302 )  
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At the May 14, 2013 meeting of the Michigan Liquor Control Commission  
(Commission) in Lansing, Michigan.

PRESENT: Dennis Olshove, Commissioner  
Teri L. Quimby, Commissioner

**ADMINISTRATIVE ORDER NO. 2013-05**  
**SPIRIT PRODUCT DISTRIBUTION REQUEST**

Proximo Spirits, Inc. (vendor of spirits), at the above-noted location, has acquired several brands of spirits from Diageo Americas, Inc. (vendor of spirits). The brands involved are Jose Cuervo and Matador. Proximo Spirits, Inc., a vendor of spirits, has an existing written agreement or contract with an Authorized Distribution Agent (ADA). Proximo Spirits, Inc. has submitted a written request for permission to distribute these new brands through their existing ADA, General Wine and Liquor Company, Inc., effective July 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 Proximo Spirits, Inc. to distribute the Jose Cuervo and Matador brands through General Wine and Liquor Company, Inc. effective July 28, 2013 is hereby APPROVED.
- B. Proximo Spirits, Inc. and General Wine and Liquor Company, Inc. shall submit an executed Addendum to Schedule A of the ADA contract by May 17, 2013 to prevent delays for these product brands.
- C. Proximo Spirits, Inc. shall file the appropriate product changes in the Commission's E-Quote system by May 17, 2013 to prevent delays for these product brands.

MICHIGAN LIQUOR CONTROL COMMISSION

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Dennis Olshove, Commissioner

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Teri L. Quimby, Commissioner

Date: May 29, 2013  
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