



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

* * * * *

In the matter of the request of)
W. J. DEUTSCH & SONS, LTD.)
709 Westchester)
White Plains, NY 10604)
_____)

At the August 6, 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. 2013-07
SPIRIT PRODUCT DISTRIBUTION REQUEST

W. J. Deutsch & Sons, LTD. (vendor of spirits), at the above-noted location, has existing written agreements or contracts with two Authorized Distribution Agents (ADA). W. J. Deutsch & Sons, LTD. has submitted a written request for permission to distribute their Adult brand name spirits through their existing ADA, General Wine & Liquor Co., effective November 3, 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 and traffic in other alcoholic liquor within this state, including

Administrative Order No. 2013-07
August 6, 2013

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 W. J. Deutsch & Sons, LTD. to distribute the Adult brand name spirits through General Wine & Liquor Co. effective November 3, 2013 is hereby APPROVED.
- B. W. J. Deutsch & Sons, LTD. and General Wine & Liquor Co. shall submit an executed Addendum to Schedule A of the ADA contract by August 23, 2013 to prevent delays for these product brands.
- C. W. J. Deutsch & Sons, LTD. shall file the appropriate product changes in the Commission's E-Quote system by August 23, 2013 to prevent delays for these product brands.

MICHIGAN LIQUOR CONTROL COMMISSION

Andrew J. Deloney, Chairman

Dennis Olshove, Commissioner

Teri L. Quimby, Commissioner

Date: August 6, 2013
cms