



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, August 26, 2014
Lansing District Office
525 W Allegan
Lansing MI 48909

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

Absent: None

Staff: Kerry Krone, Business Manager
Steve Robinson, Director of Finance Division
Pam Hamilton, Deputy Director of Finance Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:10 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of July 22, 2014, and the minutes of the Closed Session meetings of July 31, 2014, August 1, 6, 8, 15, 21 and 22, 2014, be approved as written and presented, motion carried by unanimous vote.**
- II. Mr. Robinson presented the E-Quote reports for product listings in four categories and requested approval of the following:
 - A. That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meets other exceptions as indicated and be approved for listing in the approved products list effective October 5, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Castle Brands (USA) Corp. (General Wine & Liquor Co.)	375ml Gozio Amaretto	12 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	375ml Christian Bros Peach Brandy	12 Bottles

International Beverage Co., Inc. (General Wine & Liquor Co.)	50ml Bunnahabhain Single Malt	96 Bottles
	50ml Deanston 12 Yr. Scotch	96 Bottles
	50ml Ledaig 10 Yr. Scotch	96 Bottles
Le Vecke Corporation (General Wine & Liquor Co.)	750ml Sammy's Beach Bar Red Head	6 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	750ml Mata Hari Absinthe Bohemian	6 Bottles
North Shore Distillery, LLC (NWS Michigan, Inc.)	750ml Aquavit Private Reserve	6 Bottles
	750ml Distiller's Gin No. 11	6 Bottles
	750ml Distiller's Gin No. 6	6 Bottles
	750ml North Shore Ultra Prem Vodka	6 Bottles
	750ml Sirene Absinthe Verte	6 Bottles
	750ml Sol Chamomile Citrus Vodka	6 Bottles
	750ml Anestasia Vodka	6 Bottles
Numbrands, Inc. (General Wine & Liquor Co.)		
Ole Smoky Distillery, LLC (NWS Michigan, Inc.)	750ml Ole Smoky Moonshine Shine Nog	6 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	50ml Tomatin Variety 12, 15, 18 Yr. 3-Pk	48 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	50ml Maestro Dobel Anejo Tequila	60 Bottles
	750ml Maestro Dobel Anejo Tequila	6 Bottles
	50ml Maestro Dobel Diamante Tequila	60 Bottles
	50ml Maestro Dobel Reposado Tequila	60 Bottles
	750ml Maestro Dobel Reposado Tequila	6 Bottles
	50ml Maestro Dobel Silver Tequila	60 Bottles
	750ml Maestro Dobel Silver Tequila	6 Bottles
	750ml Tincup Whiskey	6 Bottles
Redemption Spirits LLC (General Wine & Liquor Co.)	50ml Rodman Badass Vodka	60 Bottles
	750ml Rodman Badass Vodka	6 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	750ml Patron XO Café Incendio	6 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Tap Rye 8 Yr. Sherry	6 Bottles
Shaw-Ross International Importers, LLC (NWS Michigan, Inc.)	750ml Romate Solera Reserva	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	50ml Crown Royal Regal Apple PL	60 Bottles
	200ml Crown Royal Regal Apple PL	44 Bottles
	750ml Johnnie Walker Private Collect	3 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	50ml Teeling Irish Whiskey	48 Bottles

Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	50ml Bird Dog Peppermint Moonshine	60 Bottles
	375ml Bird Dog Peppermint Moonshine	12 Bottles
	50ml Kru Chocolate Truffle Vodka PL	60 Bottles
	50ml Kru Pistachio Vodka PL	60 Bottles
	200ml Twenty Grand Vodka	24 Bottles
	375ml Twenty Grand Vodka	12 Bottles
	750ml Twenty Grand Vodka	6 Bottles
	1750ml Twenty Grand Vodka	4 Bottles
	50ml Twenty Grand Vodka & Rose	60 Bottles
	50ml Twenty Grand Vodka PL	60 Bottles
Whyte and MacKay Americas Limited LLC (General Wine & Liquor Co.)	750ml Jura 16 Yr. Scotch	6 Bottles
	750ml Glenglassaugh Evolution	6 Bottles
	750ml Glenglassaugh Revival	6 Bottles
Anchor Distilling Company (NWS Michigan, Inc.)	750ml Glenglassaugh Torfa	6 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective October 5, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sazerac North America, Inc. (NWS Michigan, Inc.)	750ml Calypso Spiced Rum PL	12 Bottles
Temperance Distilling Company (NWS Michigan, Inc.)	50ml Smoke PL	120 Bottles
Castle Brands (USA) Corp. (General Wine & Liquor Co.)	375ml Gosling's Black Seal 80 (Ber)	24 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	1000ml Citronge Lime	12 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Wild Turkey Amer Honey Sting	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	375ml Crown Royal Regal Apple	24 Bottles
	750ml Crown Royal Regal Apple	12 Bottles
	1000ml Crown Royal Regal Apple	12 Bottles
	1750ml Crown Royal Regal Apple	6 Bottles
	750ml Oban Little Bay Scotch	12 Bottles
	50ml Seagrams 7 Crown Orchard Apple	120 Bottles
	750ml Seagrams 7 Crown Orchard Apple	12 Bottles
	1000ml Seagrams 7 Crown Orchard Apple	12 Bottles
50ml Seagrams 7 Crown American Spice	120 Bottles	
750ml Seagrams 7 Crown American Spice	12 Bottles	

	1000ml Seagrams 7 Crwn American Spice	12 Bottles
Vine Group, Incorporated (NWS Michigan, Inc.)	750ml Mastiha Castro	12 Bottles
	750ml Tsipouro Toinoupo Brandy	12 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	50ml Seagram's Red Berry PL	120 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	750ml Bird Dog Peppermint Moonshine	12 Bottles
	750ml Kru Chocolate Truffle Vodka	12 Bottles
	750ml Kru Pistachio Vodka	12 Bottles
	100ml Twenty Grand Vodka	48 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective October 5, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Pinnacle w/50ml Cinnabon PL	12 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	1750ml Svedka Vdka w/50ml Peach	6 Bottles
	1750ml Svedka Vdka w/50ml Mango Pinea	6 Bottles
	1750ml Svedka Vdka w/50ml Stw Lemnade	6 Bottles
Ole Smoky Distillery, LLC (NWS Michigan, Inc.)	750ml Ole Smoky Mnshine Apple w/Flask	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml Kraken Blk Spc w/2 Shot Gls	6 Bottles
Shaw-Ross International Importers, LLC (NWS Michigan, Inc.)	750ml Beluga Noble w/Gl & Olive Pick	8 Bottles
	750ml Ron Barcelo Gr Anejo w/Shaker	6 Bottles
Taboo Tiki Brands, LLC (NWS Michigan, Inc.)	750ml Kahakai Tiki Spiced w/Flask	6 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	750ml Seagrams Extra w/50ml Red Berry	12 Bottles
	375ml Seagrams Peach w/50ml Ex Smooth	12 Bottles
	375ml Seagrams Red Brry w/50ml Ex Smo	12 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	750ml Bird Dog Blackberry w/4-50ml	6 Bottles
	750ml Bird Dog Peach w/4-50ml	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective October 5, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Pinnacle w/50ml Cinnabon PL	24 Bottles

Castle Brands (USA) Corp. (General Wine & Liquor Co.)	750ml Jefferson's Pres Select 21 Yr. 750ml Jefferson's Pres Select 25 Yr. 750ml Jefferson's 10 Yr.	6 Bottles 6 Bottles 6 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	50ml Tomatin Variety 12, 15, 18 Yr. 3-Pk	96 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	750ml Maestro Dobel w/ 2 Shot Gls	6 Bottles

Moved by Chairman Deloney, supported by Commissioner Olshove, that the above actions be taken in accordance with the E-Quote reports dated August 22, 2014, motion carried by unanimous vote.

- III. Ms. Hamilton presented licensee requests for special price reductions on spirit products in accordance with the provisions of the Commission's Order of September 11, 2012 regarding special price reductions on spirit products, which was effective on January 1, 2013. She advised there were five (5) different licensees requesting price reductions; that 929 product price reductions could be approved; and that there are zero product price reduction to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 929 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.

- IV. Mr. Robinson presented a request for a Spirit Product Distribution change from Heaven Hill Distilleries, Inc. (Heaven Hill), involving two (2) products from the Domaine De Canton brand, to be effective November 2, 2014. He advised that Heaven Hill would like to move these products from NWS Michigan, Inc. to General Wine & Liquor Co. Mr. Robinson stated this change would consolidate the warehousing and delivery responsibility along with broker representation for all of Heaven's products.

Mr. Robinson presented a request for a Spirit Product Distribution change from MHW, Ltd. (MHW), involving four (4) products from the Travis Hasse brands, to be effective November 2, 2014. He advised that MHW would like to move these products from NWS Michigan, Inc. to General Wine & Liquor Co. Mr. Robinson stated this change would consolidate the warehousing and delivery responsibility along with broker representation for a portion MHW's products.

Mr. Robinson presented a request for a Spirit Product Distribution change from Le Vecke Corporation (Le Vecke), involving one (1) product from the Sammy's Beach Bar rum brand, to be effective November 2, 2014. He advised that Le Vecke would

like to move these products from NWS Michigan, Inc. to General Wine & Liquor Co. Mr. Robinson stated this change would consolidate the warehousing and delivery responsibility along with broker representation for all of Le Vecke's products.

Mr. Robinson presented a request for a Spirit Product Distribution change from Monsieur Henri Wine Company (Henri), involving five (5) products from the Big House and Concannon brands, to be effective November 2, 2014. He advised that Henri would like to move these products from General Wine & Liquor Co. to NWS Michigan, Inc. Mr. Robinson stated this change would consolidate the warehousing and delivery responsibility along with broker representation for all of Henri's products.

Mr. Robinson presented a request for an Authorized Distribution Agent change from Luxco, Inc. (Luxco), involving all their brands, 258 product codes, to be effective November 2, 2014. He advised that Luxco would like to move these products from General Wine & Liquor Co. to NWS Michigan, Inc. Mr. Robinson stated this change would consolidate the warehousing and delivery responsibility along with broker representation for all of Luxco's products.

Chairman Deloney recognized Attorney Joe Garcia and asked if he wished to make any comments.

Mr. Garcia advised they had submitted a Statement of Position to the Commission regarding the change of Authorized Distribution Agent (ADA). He believes the Commission has the authority to deny this request. Mr. Garcia advised historically that changes of this nature are not beneficial as they may create instability and uncertainty for the retailers. He argued that there was no reason given for this change, no failure to deliver product or improperly warehousing the vendor's products. Mr. Garcia would like the Commission to table this request and get more information as there are no reasons or documentation offered to support the proposed change.

Chairman Deloney thanked Mr. Garcia for his letter and comments. Chairman Deloney, Commissioner Quimby, and Commissioner Olshove commented on the need for the continued stability of the ADA system and issues concerning ADA changes.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Administrative Order 2014-10, regarding the request of Heaven Hill Distilleries, Inc., be approved as written and presented. Commissioner Quimby requested a Roll Call vote be taken:

Chairman Deloney	Yea
Commissioner Quimby	Nay
Commissioner Olshove	Yea

There were two yeas and one nay, motion was carried.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Administrative Order 2014-11, regarding the request of MHW, Ltd., be approved as written and presented. Commissioner Quimby requested a Roll Call vote be taken:

Chairman Deloney	Yea
Commissioner Quimby	Nay
Commissioner Olshove	Yea

There were two yeas and one nay, motion was carried.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Administrative Order 2014-09, regarding the request of LaVecke Corporation, be approved as written and presented. Commissioner Quimby requested a Roll Call vote be taken:

Chairman Deloney	Yea
Commissioner Quimby	Nay
Commissioner Olshove	Yea

There were two yeas and one nay, motion was carried.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Administrative Order 2014-12, regarding the request of Monsieur Henri Wine Company, be approved as written and presented. Commissioner Quimby requested a Roll Call vote be taken:

Chairman Deloney	Yea
Commissioner Quimby	Nay
Commissioner Olshove	Yea

There were two yeas and one nay, motion was carried.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Administrative Order 2014-10, regarding the request of Luxco, Inc., be approved as written and presented. Commissioner Quimby requested a Roll Call vote be taken:

Chairman Deloney	Yea
Commissioner Quimby	Nay
Commissioner Olshove	Yea

There were two yeas and one nay, motion was carried.

V. Old Business.

There was no Old Business.

VI. New Business.

There was no New Business.

VII. Public Comments.

There were no Public Comments.

With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 11:53 a.m., motion carried by unanimous vote.

Andrew J. Deloney
Chairman

Anita Fawcett
Executive Services