



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, January 12, 2016
Lansing District Office
525 W Allegan
Lansing MI 48909

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

Absent: None

Staff: 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 11:11 a.m., noting a quorum was present.

- I. Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of December 15, 2015, be approved as written and presented, motion carried by unanimous vote.**

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Closed Session meeting of September 25, 2015, 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 January 31, 2016:**

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, LLC)	1000ml Effen Black Cherry Vodka	6 Bottles
	1750ml Effen Black Cherry Vodka	3 Bottles
	1000ml Effen Vodka	6 Bottles
	1750ml Effen Vodka	3 Bottles

Buzzballz, LLC (General Wine & Liquor Co.)	200ml Buzzballz Ginger Mult PL 30 3 Pk 200ml Buzzballz Teq-Rita PL 30 3 Pk	24 Bottles 24 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	375ml Svedka Cucumber Lime Vodka	12 Bottles
Classic Wine Imports, Inc. (NWS Michigan, LLC)	750ml Bunnahabhain 8 Yr. Scotch 750ml Speymalt from MacAllan 1998	6 Bottles 6 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	200ml E & J Apple Brandy 200ml E & L Peach Brandy	24 Bottles 24 Bottles
Hatfield & McCoy Moonshine, LLC (General Wine & Liquor Co.)	750ml Hatfield & McCoy Drink Devil	6 Bottles
Long Road Distillers LLC (NWS Michigan, LLC)	750ml Long Road Wendy Peppercorn	6 Bottles
Ole Smoky Distillery, LLC (NWS Michigan, LLC)	750ml Ole Smoky Moonshine Blue Flame	6 Bottles
Park Street Imports LLC (General Wine & Liquor Co.)	750ml Blue Nectar Anejo Founder's BL	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, LLC)	750ml Powers Signature Release Whsky	6 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	50ml Revel Stoke Roasted Pineapple	60 Bottles
Proximo Spirits, Inc. (NWS Michigan, LLC)	750ml Maestro Dobel Humito Tequila	6 Bottles
The Patron Spirits Company (NWS Michigan, LLC)	50ml Patron XO Café Coffee 50ml Patron XO Café Incendio	60 Bottles 60 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, LLC)	750ml Belvedere Peach Nectar 750ml Glenmorangie Milsean Scotch 750ml Henessey Richard Cognac	6 Bottles 6 Bottles 1 Bottle
Luxco, Inc. (NWS Michigan, LLC)	750ml The Quiet Man Tradition Irish 750ml The Quiet Man 8 Yr. Single Malt 750ml Yellowstone Select Bourbon	6 Bottles 6 Bottles 6 Bottles
Sovereign Brands, L.L.C. (General Wine & Liquor Co.)	750ml Bumbu Rum	6 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	750ml The Gifted Horse Whiskey	6 Bottles
Vodquila, LLC. (NWS Michigan, LLC)	750ml Vodquila Red Eye Louie's	6 Bottles
Anchor Distilling Company (NWS Michigan, LLC)	750ml Barsol Pisco Sprme Mosto Verde 750ml Tempus Fugit Fernet Angelico	6 Bottles 6 Bottles

That the request of Entente Spirits, LLC, holder of 2015 Small Distiller license, for addition of the following product to the case size exception products list, be approved for listing, effective January 31, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Entente Spirits, LLC must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for this product:

<u>PRODUCT</u>	<u>PACK SIZE</u>
375ml Blue Flame Agave	12 Bottles

- 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 February 28, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sazerac North America, Inc. (NWS Michigan, LLC)	750ml 1792 Single Barrel Bourbon	6 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	750ml Jack Daniels Single Barrel Rye	6 Bottles
Dry Fly Distilling Inc (NWS Michigan, LLC)	750ml Dry Fly Washington Dry Gin 750ml Dry Fly Washington Wheat	6 Bottles 6 Bottles

That the request of Grand Traverse Distillery, LLC, holder of 2015 Small Distiller license, for addition of the following product to the case size exception products list, be approved for listing, effective January 31, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Grand Traverse Distillery, LLC must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for this product:

<u>PRODUCT</u>	<u>PACK SIZE</u>
375ml Gr Traverse Dist Trav Whiskey	12 Bottles

- B.** That the following requests for addition of product to the approved products list be approved for listing, effective January 31, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, LLC)	200ml Gilbey's D L D PL Gin 50ml Pinnacle Citrus PL Vodka	48 Bottles 120 Bottles

	50ml Pinnacle Raspberry PL Vodka	120 Bottles
	50ml Pinnacle Ruby Red Grpfrt PL Vodka	120 Bottles
	50ml Pinnacle Tropical Punch PL Vodka	120 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	750ml Svedka Cucumber Lime	12 Bottles
	1000ml Svedka Cucumber Lime	12 Bottles
	1750ml Svedka Cucumber Lime	6 Bottles
	50ml Svedka Cucumber Lime	120 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Deep Eddy Peach Vodka	12 Bottles
	1000ml Deep Eddy Peach Vodka	12 Bottles
HIWWS, Inc. (General Wine & Liquor Co.)	1000ml Sea Dark Berry Vodka	12 Bottles
	375ml Sea Peach Vodka	24 Bottles
Journeyman Distillery, LLC (General Wine & Liquor Co.)	750ml Journeyman Bilberry Blk Brll	12 Bottles
	750ml Journeyman Road's End Rum-114	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, LLC)	750ml Malibu Pinppl Upside Down Cake	12 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	750ml Revel Stoke Roasted Pineapple	12 Bottles
Sazerac Company, Inc. (NWS Michigan, LLC)	1000ml Buffalo Trace Bourbon	12 Bottles
	750ml Tijuana Sweet Heat Tequila	12 Bottles
	1000ml Tijuana Sweet Heat Tequila	12 Bottles
	50ml Tijuana Sweet Heat Tequila PL	120 Bottles
Luxco, Inc. (NWS Michigan, LLC)	50ml Everclear Alcohol PL	120 Bottles
	50ml Rebel Yell Rebel Reserve PL	120 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective February 28, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Stoli Group (USA), LLC (General Wine & Liquor Co.)	750ml Bayou Rum Silver	12 Bottles
	750ml Bayou Rum Spiced	12 Bottles
	750ml Bayou Satsuma Rum Liqueur	12 Bottles

That the request of D'Still, LLC, holder of 2015 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective February 28, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, D'Still, LLC must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for this product:

<u>PRODUCT</u>	<u>PACK SIZE</u>
750ml Motor City Gas Oak Town Brown Whsky	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective January 31, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Brown-Forman Corporation (General Wine & Liquor Co.)	1750ml Canadian Mist w/50ml EJ Silver	6 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	375ml El Jimador Slvr w/50ml Repo PL	12 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, LLC)	750ml UV Blue Raspberry w/2-50ml	12 Bottles
	375ml Belvedere Vodka w/50ml Henn VS	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective February 28, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Pernod Ricard USA, LLC (NWS Michigan, LLC)	750ml Absolut 80 w/2-50ml #2	12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective January 31, 2016:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, LLC)	200ml Gilbey's D L D PL Gin	24 Bottles
Classic Wine Imports, Inc. (NWS Michigan, LLC)	750ml Bunnahabhain 8 Yr. Scotch	12 Bottles
Long Road Distillers LLC (NWS Michigan, LLC)	750ml Speymalt from MacAllan 1998	12 Bottles
Proximo Spirits, Inc. (NWS Michigan, LLC)	750ml Long Road Wendy Peppercorn	6 Bottles
	1750ml Three Olives w/50ml Elvis	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective February 28, 2016:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Dry Fly Distilling Inc (NWS Michigan, LLC)	750ml Dry Fly Washington Dry Gin	12 Bottles
	750ml Dry Fly Washington Wheat	12 Bottles

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated January 7, 2016, 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 nine (9) different licensees requesting price reductions; that 195 product price reductions could be approved; and that there was one (1) product price reduction to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 195 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 1 special price reduction be denied for the reason stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.

- IV. Mr. Robinson requested approval for a bulletin for the submission of quotations for Price List No. 242, which is effective May 1, 2016. He advised this is a quarterly reminder that is sent to Vendors of Spirits and Vendor Representatives to remind them of the deadline dates for the next price book.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that Bulletin 2016-01, be approved as written and presented, motion carried by unanimous vote.

- V. Mr. Robinson presented the October and November 2015 Financial Report which show the results of our operations for the period of October 1, 2015 through November 30, 2015. This report contains the same number of weeks as the October and November 2014 report. Mr. Robinson stated the Total Gross Sales increased over last year by approximately \$11.3 million or 5.5% higher, with the Distilled Spirit cases sold increased by 55,598 or 4.0%. He advised the Net Income from spirit sales was higher by \$2.6 million or 7.6%, and Beer taxes are down by \$2.1 million while Wine taxes are up by \$147,000.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the October and November 2015 Financial Report, be accepted, motion carried by unanimous vote.

- VI. Chairman Deloney advised the 2016 Schedule of Meetings has been prepared with one change from previous years. He stated the Business Meetings held in the Lansing office will be starting at 9:30 a.m.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 2016 Schedule of Meetings for the Commission, be approved as written and presented, motion carried by unanimous vote.

- VII. Old Business.

There was no Old Business.

- VIII. New Business.

There was no New Business.

- IX. 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 11:25 a.m., motion carried by unanimous vote.

Andrew J. Deloney
Chairman

Anita Fawcett
Executive Services