



ADMINISTRATIVE
MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, October 4, 2011
Lansing District Office

Present: Andrew J. Deloney, Chairman
Teri L. Quimby, Commissioner
Donald B. Weatherspoon, Commissioner
Steve Robinson, Director of Finance Division
Julie Wendt, Director of Executive Services Division
Tom Hagan, Director of Enforcement Division
Andy Neumann, Director of Administrative Services Division
Tim Kovacik, Deputy Director of Executive Services Division
Jean Allison, Administrative Services Division
Gerald Whalen, 1st Assistant Attorney General
Jason Geissler, Assistant Attorney General
Andrea Miller, Executive Services Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:08 a.m., noting that a quorum was present.

- I. **Moved by Commissioner Quimby, supported by Commissioner Weatherspoon, that the minutes of the Commission Meeting of September 27, 2011, be approved as written and presented, motion carried by unanimous vote.**

- II. Mr. Robinson presented the E-Quotes 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 meet other exceptions as indicated and be approved for listing in the approved products list effective October 30, 2011:

| <u>COMPANY/ADA</u> | <u>PRODUCT</u> | <u>PACK SIZE</u> |
|--|---------------------------------|------------------|
| MHW, Ltd. (General Wine & Liquor Co.) | 750ml Camus Borderies XO | 6 Bottles |
| Modern Spirits LLC | 750ml Fruitlab Hibiscus Liqueur | 6 Bottles |

| | | |
|--|---------------------------------------|------------|
| (General Wine & Liquor Co.) | 750ml Fruitlab Jasmine Liqueur | 6 Bottles |
| | 750ml Fruitlab Orange Liqueur | 6 Bottles |
| Pernod Ricard USA, LLC (NWS Michigan, Inc.) | 750ml Aberlour 12 yr Non Chill Scotch | 6 Bottles |
| Diageo Americas, Inc. (NWS Michigan, Inc.) | 375ml Capt Morgan's Parrot Bay | 12 Bottles |
| | 200ml Ciroc Coconut Vodka | 24 Bottles |
| | 200ml Ciroc Red Berry Vodka | 24 Bottles |
| | 750ml Knockando 25 yr Scotch | 6 Bottles |
| | 750ml Rosebank 21 yr Scotch | 6 Bottles |

That the request of Journeyman Distillery, LLC, holder of 2011 Small Distiller license, for addition of product to the New Items with Case Size Exceptions products list, be approved for listing, effective October 30, 2011; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Journeyman Distillery, LLC must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for these products:

| <u>PRODUCT</u> | <u>PACK SIZE</u> |
|--|------------------|
| 750ml Journeyman Bilberry Blk Hrts Gin | 6 Bottles |
| 750ml Journeyman Ravenswood Rye | 6 Bottles |
| 750ml Journeyman Red Arrow Vodka | 6 Bottles |
| 750ml Journeyman Road's End Rum | 6 Bottles |
| 750ml Journeyman W.R. Welter Whiskey | 6 Bottles |

B. That the following requests for addition of product to the approved products list be approved for listing, effective October 30, 2011:

| <u>COMPANY/ADA</u> | <u>PRODUCT</u> | <u>PACKSIZE</u> |
|---|--|-----------------|
| Jim Beam Brands Co. (NWS Michigan, Inc.) | 750ml Dekuyper Amaretto-40 | 12 Bottles |
| | 1000ml Dekuyper Amaretto-40 | 12 Bottles |
| | 375ml Dekuyper Blackberry PL-60 | 24 Bottles |
| | 750ml Dekuyper Crème DeCassis-30 | 12 Bottles |
| | 750ml Dekuyper Hazelnut-48 | 12 Bottles |
| | 750ml Dekuyper Rootbeer-40 | 12 Bottles |
| | 1000ml Dekuyper Rootbeer-40 | 12 Bottles |
| Brown-Forman Corporation (General Wine & Liquor Co.) | 50ml Southern Com Lime & 3 Fshbw PL | 120 Bottles |
| | 200ml Woodford Reserve BBN | 48 Bottles |
| Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.) | 750ml Burnett's Hot Cinnamon Vodka | 12 Bottles |
| | 50ml Burnett's Hot Cinnamon PL Vodka | 120 Bottles |
| | 1750ml Burnett's Hot Cinnamon PL Vodka | 6 Bottles |
| | 1750ml Burnett's Lime PL Vodka | 6 Bottles |

| | | |
|--|---------------------------------------|-------------|
| | 50ml Burnett's Whipped Cream PL Vodka | 120 Bottles |
| Imperial Brands, Inc. (General Wine & Liquor Co.) | 1000ml Sobieski Espresso Vodka | 12 Bottles |
| Pernod Ricard USA, LLC (NWS Michigan, Inc.) | 50ml Absolut Rainbow Pack | 120 Bottles |
| | 1000ml H Walker Watermelon Schnapps | 12 Bottles |
| | 50ml H Walker Watermelon PL Schnapps | 120 Bottles |
| Winebow, Inc. (NWS Michigan, Inc.) | 750ml Liv Vodka | 12 Bottles |

That the request of Journeyman Distillery, LLC, holder of 2011 Small Distiller license, for addition of product to the Regular New Items product list, be approved for listing, effective October 30, 2011; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Journeyman Distillery, LLC must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for these products:

| <u>PRODUCT</u> | <u>PACK SIZE</u> |
|---|------------------|
| 375ml Journeyman Ltd Edition 2 Pk Whiskey | 24 Bottles |
| 375ml Journeyman Ravenswood Rye | 24 Bottles |
| 375ml Journeyman W.R. Welter Whiskey | 24 Bottles |

That the request of New Holland Brewing Company, L.L.C., holder of 2011 Small Distiller license, for addition of product to the Regular New Items product list, be approved for listing, effective October 30, 2011; further prior to any sale and distribution of these products through the Commission's spirit distribution system, New Holland Brewing Company, L.L.C. must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for these products:

| <u>PRODUCT</u> | <u>PACK SIZE</u> |
|--|------------------|
| 1000ml New Holland Clockwork Orange PL | 12 Bottles |
| 1000ml New Holland House Whiskey PL | 12 Bottles |

C. That the following requests for promotional or special packaging be approved for listing, effective October 30, 2011:

| <u>COMPANY/ADA</u> | <u>PRODUCT</u> | <u>PACK SIZE</u> |
|---|------------------------------------|------------------|
| Jim Beam Brands Co. (NWS Michigan, Inc.) | 1750ml Canadian Club/Ginger Ale | 3 Bottles |
| | 750ml Cruzan 9/Coke | 6 Bottles |
| | 750ml Dekuyper Sour Apple/7-Up | 6 Bottles |
| Four Roses Distillery LLC | 750ml Four Roses Single Barrel/GIs | 6 Bottles |

| | | |
|-------------------------------|---------------------------------------|------------|
| (General Wine & Liquor Co.) | 750ml Four Roses Small Batch/Flask | 6 Bottles |
| Kobrand Corporation | 750ml Alize Gold/Shot Gls | 6 Bottles |
| (General Wine & Liquor Co.) | 750ml Alize Red Passion/Shot Gls | 6 Bottles |
| | 750ml Appleton Est Res/Strainer & Jig | 6 Bottles |
| McCormick Distilling Company | 750ml Tequila Rose PL/2 Gls | 6 Bottles |
| (General Wine & Liquor Co.) | | |
| Shaw-Ross International | 750ml Isle of Jura 16 yr/2 Gls | 6 Bottles |
| Importers, LLC | 750ml The Dalmore 15 yr/50ml Ka III | 6 Bottles |
| (General Wine & Liquor Co.) | 750ml The Dalmore GR Res/50ml 18 yr | 6 Bottles |
| Diageo Americas, Inc. | 1750ml Capt Morgan Spc PL/Cola | 6 Bottles |
| (NWS Michigan, Inc.) | 750ml John Wlkr Blk/Golf Tools & T | 6 Bottles |
| White Rock Distilleries, Inc. | 375ml Pinnacle PL/Orange Juice | 12 Bottles |
| (NWS Michigan, Inc.) | | |
| W.J. Deutsch & Sons, Ltd. | 750ml Luksusowa/2 Shot Gls | 6 Bottles |
| (General Wine & Liquor Co.) | | |

D. That the following requests for deletion of product from the approved products list, be approved effective October 30, 2011:

| <u>COMPANY</u> | <u>PRODUCT</u> | <u>PACK SIZE</u> |
|---|---------------------------------|------------------|
| Diageo Americas, Inc. (NWS Michigan, Inc.) | 375ml Capt Morgan's Parrott Bay | 24 Bottles |

Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, and unanimously carried, that the above actions be taken in accordance with the E-Quote reports dated October 3, 2011.

III. Mr. Robinson asked for approval of a bulletin detailing the schedule of accounting periods for the fiscal years 2010 through 2013. The schedule designates accounting week numbers, corresponding week ending dates, number of week days per month, total week days per fiscal year and accounting month periods. This information is used by the MLCC for sales and inventory accounting purposes.

Moved by Commissioner Quimby, supported by Commissioner Weatherspoon, that the bulletin for Schedule of Accounting Periods for fiscal years 2010 through 2013, be approved as written and presented, motion carried by unanimous vote.

IV. Mr. Neumann advised we have received an application for a new Server Training

Program and that Mary Fox was present to answer any questions the Commission may have. Ms. Fox presented her reasons for developing a server training program, work experience and qualifications to be an administrator of a server training program. After a brief discussion, Chairman Deloney advised they would be taking a final look at the server training program and a decision would be forthcoming at a later date.

- V. Attorney Michael Brown provided information to the Commissioners and stated he has been part of some of the discussions regarding the Commission rules and regulations and the ongoing review process. He advised he wants to keep the dialogue going and would like to give an example of how the licensing and enforcement procedures should fit together. Mr. Brown presented what he perceives as concerns regarding the licensing process and the impact an Enforcement investigator can have on the process. He advised the example under discussion highlights how if any aspect of the licensing process breaks down the whole process is impacted. Mr. Brown concluded by stating that the Enforcement and Licensing Divisions must work together to streamline the licensing process because true change must come from within.

Chairman Deloney stated it was made pretty clear that streamlining the licensing process is the first priority. Chairman Deloney indicated that the Advisory Rule Committee is reviewing all the rules and regulations involved not only in the licensing process but all areas of alcohol regulation and that the legislative leadership is expecting change. Chairman Deloney advised the Commission has been speaking with the directors and staff and some very good ideas have been presented to help simplify the licensing process. Chairman Deloney pointed out that the licensing process should not just be about speed but providing certainty about what to expect so that business decisions can be made.

VI. Old Business

Mrs. Miller advised that the beer keg registration tags will be delivered this week and that an order form and a press release have been provided for review.

VII. New Business

Ms. Wendt advised HB 5010 was introduced by Representative Lund on September 27, 2011 and would prohibit the Commission from requiring a new Specially Designated Distributor (SDD) establishment to be a certain distance from an existing SDD's licensed establishment. She stated that the way the bill was drafted it would not apply

to an application to transfer location of an existing SDD license Ms. Wendt advised

that SB 331 was presented to the Governor on September 27, 2011 and has not been signed or vetoed by the Governor as of this date.

VIII Public Comment

There were no public comments.

With no further business, moved by Commissioner Weatherspoon, 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