



ADMINISTRATIVE  
MEETING OF THE  
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, November 15, 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  
Andrea Miller, Executive Services Division  
Anita Fawcett, Executive Services Division

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The meeting was called to order by Chairman Deloney at 11:30 a.m., noting that a quorum was present.

- I. **Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the minutes of the Commission meeting of November 8, 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 January 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Copa Cachaca Corporation (General Wine & Liquor Co.)	1000ml Arehucas Carta Oro Rum 1000ml Arehucas Ron Meil Guanche	6 Bottles 6 Bottles
Monsieur Henri Wine Company (NWS Michigan, Inc.)	1000ml Corazon De Agave Blanco	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	375ml Glenlivet 12 Yr Scotch	12 Bottles
Phillips Products Company, LLC (General Wine & Liquor Co.)	750ml Trader Vic's Amaretto 200ml UV Coconut Vodka 1750ml UV White Cake PL Vodka	6 Bottles 24 Bottles 6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	375ml Wild Turkey 81 Bourbon	12 Bottles

**B.** That the following requests for addition of product to the approved products list be approved for listing, effective January 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACKSIZE</u>
Caribbean Distillers LLC (NWS Michigan, Inc.)	1000ml Black Roberts Spiced Rum	12 Bottles
	1750ml Black Roberts Spiced Rum PL	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Absolut Grapevine	12 Bottles
	1000ml Absolut Grapevine	12 Bottles
Spirits Marque One LLC (General Wine & Liquor Co.)	100ml Svedka Vodka	48 Bottles

That the request of Grand Traverse Distillery, holder of 2011 Small Distiller License, for addition of the following products to the approved products list, be approved for listing, effective January 1, 2012; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Grand Traverse Distillery, 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 100% Corn Whiskey	12 Bottles
750ml 100% Straight Bourbon Whiskey	12 Bottles
750ml Cherry Flavored Whiskey	12 Bottles

**C.** That the following requests for promotional or special packaging be approved for listing, effective January 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sidney Frank Importing Co., Inc. (General Wine & Liquor Co.)	375ml Jagermeister w/Cocktail Gls	12 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Hpnotiq w/50ml Hpnotiq Harmonie	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	1750ml Beefeater Gin w/Cradle	3 Bottles
	750ml Martell Cordon Bleu w/Decanter	6 Bottles

**D.** That the following requests for deletion of product from the approved products list be approved for listing, effective January 1, 2012:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Four Roses Distillery LLC (General Wine & Liquor Co.)	750ml Four Roses Ltd Ed Sm Bat-112.4 50ml Four Roses Single Barrel 750ml Four Roses Single Barrel-114.6	12 Bottles 120 Bottles 12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	375ml Glenlivet 12 Yr Scotch	24 Bottles

**Moved by Chairman Deloney, supported by Commissioner Weatherspoon, that the above actions be taken in accordance with the E-Quote reports dated November 9, 2011, motion carried by unanimous vote.**

Mr. Robinson advised that two regular new items, one submitted by Caribbean Distillers, LLC, and one submitted by Pernod Ricard USA, LLC, and marked with "D" on the E-Quote report dated November 9, 2011, should be denied as the pictures of the products that were submitted are not a 750ml bottle, the size requesting to be added as a new product.

**Moved by Chairman Deloney, supported by Commissioner Weatherspoon, that the above actions be taken in accordance with the E-Quote reports dated November 9, 2011, motion carried by unanimous vote.**

- III. Mr. Robinson presented licensee requests for special price reductions on spirit products in accordance with the provisions of the Commission's Order of February 15, 2006 regarding special price reductions on spirit products. He advised there are 35 different licensees requesting price reductions, and that 576 price reductions should be approved, with 81 price reductions being denied for reasons stated in the attached reports.

**Moved by Chairman Deloney, supported by Commission Quimby, that the 576 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.**

**Moved by Chairman Deloney, supported by Commission Quimby, that the 81 special price reductions be denied for the reasons stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.**

- IV. Mr. Robinson presented a request for the continued listing of products which were ordered delisted effective January 2, 2012, at the Commission meeting held on October 11, 2011. He advised a letter from Legacy Imports, Inc has been received asking to save four products from delisting for various reasons and that the products have only been available for one year.

**After a brief discussion, Chairman Deloney made a motion to approve the request from Legacy Imports, Inc, to continue listing the four products as specified in the attached report, supported by Commissioner Weatherspoon, motion carried by unanimous vote.**

- V. Mr. Robinson presented a request from MHW, Ltd. for an authorized distribution agent (ADA) change for five products, Death's Door Gin (Product Codes 7494 and 7495), Death's Door Vodka (Product Codes 7496 and 7497), and Death's Door White Whiskey (Product Code 7498), to move from NWS Michigan, Inc., to General Wine and Liquor Company, Inc. He advised the change is effective January 29, 2012.

**Moved by Chairman Deloney, supported by Commissioner Weatherspoon, that the request from MHW, Ltd. for an ADA change to move Death's Door Gin (Product Codes 7494 and 7495), Death's Door Vodka (Product Codes 7496 and 7497), and Death's Door White Whiskey (Product Code 7498), from NWS Michigan, Inc., to General Wine and Liquor Company, Inc., be approved effective January 29, 2012, motion carried by unanimous vote.**

- VI. Old Business – There was no old business to conduct.

- VII. New Business

Commissioner Weatherspoon shared an article from the NABCA Daily News Update with the other commissioners, regarding cheap booze attracting the homeless to different areas of a city. He stated that the Commission is correct in keeping track of spirit products that are priced under \$2.00 and we should continue to be vigilant. Commissioner Weatherspoon advised we must be cognizant of this issue and it must continue to be an area of concern.

- VIII. Public Comments – There were no public comments.

**With no further business, moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the business meeting be adjourned at 11:42 a.m., motion carried by unanimous vote.**

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Anita Fawcett  
Executive Services

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Andrew J. Deloney  
Chairman