



ADMINISTRATIVE  
MEETING OF THE  
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, March 27, 2012  
Lansing District Office

Present: Andrew J. Deloney, Chairman  
Donald B. Weatherspoon, Commissioner  
Steve Robinson, Director of Finance Division  
Andy Neumann, Director of Administrative Services Division  
Julie Wendt, Director of Executive Services Division  
Tom Hagan, Director of Enforcement Division  
Tim Kovacik, Deputy Director of Executive Services Division  
Pam Hamilton, Deputy Director of Finance Division  
April Laverty, Analyst Executive Services Division  
Andrea Miller, LARA Communications  
Anita Fawcett, Executive Services Division

Absent: Teri L. Quimby, Commissioner

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The meeting was called to order by Chairman Deloney at 11:52 a.m., noting a quorum was present.

- I. **Moved by Commissioner Weatherspoon, supported by Chairman Deloney , that the minutes of the Commission meeting of March 13, 2012, 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 meet other exceptions as indicated and be approved for listing in the approved products list effective April 29, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sazerac North America (NWS Michigan, Inc.)	200ml Chi Chi's Skinny Lng Isl PL 4 Pk	24 Bottles

Jim Beam Brands Company (NWS Michigan, Inc.)	750ml El Tesoro Anniversario 70 yr	6 Bottles
Kobrand Corporation (General Wine & Liquor Co.)	200ml Alize Coco Liqueur	24 Bottles
	750ml Alize Coco Liqueur	6 Bottles
	1000ml Alize Coco Liqueur	6 Bottles
	750ml Antica Sambuca Black	6 Bottles
	750ml Antica Sambuca Classic	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Martell XO Cognac	2 Bottles
Phillips Products Company, LLC (General Wine & Liquor Co.)	50ml King Solly Grape PL Vodka	60 Bottles
	200ml UV Chocolate Cake Vodka	24 Bottles
	375ml UV Chocolate Cake Vodka	12 Bottles
	50ml UV Chocolate Cake Vodka	60 Bottles
	200ml UV Whipped Vodka	24 Bottles
	375ml UV Whipped Vodka	12 Bottles
	50ml UV Whipped PL Vodka	60 Bottles
Remy Cointreau USA, Inc. (General Wine & Liquor Co.)	200ml Remy Martin V Brandy	24 Bottles
	750ml Remy Martin V Brandy	6 Bottles
White Rock Distilleries, Inc. (NWS Michigan, Inc.)	50ml Pinnacle Atomic Hots Cntr PL	96 Bottles
	50ml Pinnacle Gummy Cntr Unit PL	96 Bottles

**B. That the following requests for addition of product to the approved products list be approved for listing, effective April 29, 2012:**

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACKSIZE</u>
Sazerac North America, Inc. (NWS Michigan, Inc.)	1750ml Chi Chi's Skinny Lng Isl Tea PL	6 Bottles
Journeyman Distillery, LLC (General Wine & Liquor Co.)	750ml Journeyman Silver Cross	12 Bottles
Laird & Company (NWS Michigan, Inc.)	375ml Canadian Gold	24 Bottles
	375ml Senators Club	24 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	1000ml Absolut Cherrykran Vodka	12 Bottles
	750ml H Walker Whipped Cream	12 Bottles
	1750ml Malibu Melon Margarita Ckt-Pch	6 Bottles
	750ml Malibu Sunshine Rum	12 Bottles
	50ml Malibu Sunshine PL Rum	120 Bottles
	1750ml Malibu Sunshine PL Rum	6 Bottles
	750ml Seagram's Pineapple Twisted Gin	12 Bottles
The Phoenix Groupe, Inc. (General Wine & Liquor Co.)	750ml Khortytza Vodka	12 Bottles

That the request of Big Cedar Distilling Inc., holder of 2011 Small Distiller license, for addition of product to the approved products list of 750ml Michigan Moon Whiskey, packed 12 bottles to the case, be approved for listing, effective April 29, 2012; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Big Cedar Distilling Inc., must submit and receive Commission approval for an amended liquor quotation which designates an Authorized Distribution Agent for this product.

C. That the following requests for promotional or special packaging be approved for listing, effective April 29, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Absolut 80 w/Club Soda	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml 1800 Silver w/50ml 1800 Silver	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Ketel One w/50ml Crown Royal	12 Bottles
	750ml Tanqueray (Eng) w/Tonic	6 Bottles
White Rock Distilleries, Inc. (NWS Michigan, Inc.)	1750ml Coconut Jack w/Pineapple Juice	3 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective April 29, 2012:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	750ml Rum Chata w/Coffee Mug	6 Bottles

**Moved by Commissioner Weatherspoon, supported by Chairman Deloney , that the above actions be taken in accordance with the E-Quote reports dated March 26, 2012, 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 twenty different licensees requesting price reductions; that 81 price reductions should be approved; and that 10 price reductions should be denied for the reasons stated in the attached reports.

**Moved by Commissioner Weatherspoon, supported by Chairman Deloney, that the 81 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 Weatherspoon, supported by Chairman Deloney, that the 10 special price reductions be denied for the reasons stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.**

Chairman Deloney continued to express concerns over the low price of alcohol after approving the statutorily permissible price reductions and indicated this could become a public health and safety issue. He advised the Commission will be taking a look at this program which may involve meetings with the retail community and other industry members so that a knowledge based decision can be made on this issue.

#### **IV. Old Business**

Ms. Wendt advised the House Regulatory Reform Committee will be meeting on SB 601 which authorizes the Lottery Commissioner to contract for the placement of advertising or promotional material on Club Keno game media on March 28, 2012. She further advised that HB 5488 which requires the Commission to issue temporary on and off premises liquor licenses to an applicant for use during the review process under certain circumstances will also be before the House Regulatory Reform Committee on March 28, 2012.

Chairman Deloney advised that the Commission expressed some concerns with SB 601 that were taken into account during the Senate Regulatory Reform Committee process which was very much appreciated. Chairman Deloney stated that he had hoped that the Office of Regulatory Reform would have had an opportunity to release the recommendations from the Liquor Control Advisory Rules Committee prior to HB 5488 being introduced. He stated that the Commission will continue its review of the bill and will be happy to address any concerns or issues.

#### **V. New Business**

Chairman Deloney stated a bulletin has been drafted that would clarify the eligibility of who may apply for a special license. He advised that the Commission will continue to review the Special Licenses for Sale of Alcoholic Liquor at Retail for Consumption on Premises rules for any further action that may need to be taken to conform to statutory requirements.

**Moved by Chairman Deloney, supported by Commissioner Weatherspoon, that Bulletin 2012-06 be approved as written and presented, motion carried by unanimous vote.**

**VI. Public Comments**

There were no public comments.

**With no further business, moved by Commissioner Weatherspoon, supported by Chairman Deloney, that the business meeting be adjourned at 12:05 p.m., motion carried by unanimous vote.**

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Anita Fawcett  
Executive Services

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Andrew J. Deloney  
Chairman