



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, March 5, 2013
Lansing District Office
7150 Harris Drive
Lansing MI 48909

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

Absent: None

Staff: Steve Robinson, Director of Finance Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 9:33 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of February 15, 2013, 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 March 31, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml D'Usse Cognac	6 Bottles
Balcones Distilling LLC (NWS Michigan, Inc.)	750ml Balcones Baby Blue	6 Bottles
	750ml Balcones Brimstone	6 Bottles
	750ml Balcones Rumble	6 Bottles
	750ml Balcones Rumble Cask Reserve	6 Bottles
	750ml Balcones Texas Single Malt	6 Bottles

	750ml Balcones True Blue	6 Bottles
	750ml Balcones True Blue 100	6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	50ml Pinnacle Cake PL	96 Bottles
	50ml Pinnacle Cherry Whipped PL	96 Bottles
	50ml Pinnacle Chocolate Whipped PL	96 Bottles
	50ml Pinnacle Coconut PL	96 Bottles
	50ml Pinnacle Cookie Dough PL	96 Bottles
	50ml Pinnacle County Fair Cotton PL	96 Bottles
	50ml Pinnacle Cucumber Watermel PL	96 Bottles
	50ml Pinnacle Key Lime Whipped PL	96 Bottles
	50ml Pinnacle Marshmallow PL	96 Bottles
	50ml Pinnacle Orange Whipped PL	96 Bottles
	50ml Pinnacle Peach PL	96 Bottles
	50ml Pinnacle Pineapple PL	96 Bottles
	50ml Pinnacle Red Berry PL	96 Bottles
	50ml Pinnacle Whipped PL	96 Bottles
Grand Touring Vodka, L.L.C. (General Wine & Liquor Co.)	750ml Grand Touring Grape	6 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	750ml Grand Touring Peach	6 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	1000ml Combier L'Original	6 Bottles
	750ml Merlet Brothers Blend Cognac	6 Bottles
	750ml Merlet C2	6 Bottles
	750ml Merlet C2 Cassis & Cognac	6 Bottles
	375ml Merlet Crème De Cassis	12 Bottles
	750ml Merlet Crème De Cassis	6 Bottles
	375ml Merlet Crème De Fraise	12 Bottles
	750ml Merlet Crème De Fraise	6 Bottles
	375ml Merlet Crème De Framboise	12 Bottles
	750ml Merlet Crème De Framboise	6 Bottles
	750ml Merlet Crème De Mure	6 Bottles
	375ml Merlet Crème De Peche	12 Bottles
	750ml Merlet Crème De Peche	6 Bottles
	375ml Merlet Crème De Poire	12 Bottles
	750ml Merlet Crème De Poire	6 Bottles
McCormick Distilling Company, Inc. (General Wine & Liquor Co.)	200ml 360 Double Chocolate	24 Bottles
	200ml 360 Georgia Peach	24 Bottles
	200ml 360 Glazed Donut	24 Bottles
	200ml 360 Vodka	24 Bottles
Modern Spirits LLC (General Wine & Liquor Co.)	750ml Crusoe Organic Spiced Rum	6 Bottles
	750ml Fruitlab Jasmine	6 Bottles
	750ml Fruitlab Orange	6 Bottles
	750ml Tru Organic Lemon	6 Bottles
	750ml Tru Organic Vanilla	6 Bottles
	750ml Tru Organic Vodka	6 Bottles

Palm Bay International, Inc. (General Wine & Liquor Co.)	750ml The Irishman Original Clan	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1000ml Three Olives M Monroe Strwbry	6 Bottles
Royal Wine Corporation (General Wine & Liquor Co.)	750ml Legend of Kremlin Vodka	6 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	200ml Pearl Peach PL Vodka	24 Bottles
	200ml Pearl Red Berry PL Vodka	24 Bottles
Square One Organic Spirits, LLC (NWS Michigan, Inc.)	750ml Square One Basil Organic	6 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	750ml Cabellero Liqueur	6 Bottles
	750ml Label 5 12 yr. Scotch	6 Bottles
	750ml Red Shot Cinnamon	6 Bottles
	50ml Red Shot Cinnamon	60 Bottles
	750ml Ricura Horchata Liqueur	6 Bottles
	750ml Smartini Margarita	6 Bottles
	750ml Smartini Pomegranate	6 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	375ml Kuhl Blue Ocean Rave	12 Bottles
	375ml Kuhl Cherry	12 Bottles
	375ml Kuhl Hippie Hooch Love Punch	12 Bottles
	375ml Kuhl Key Lime	12 Bottles
	50ml Kuhl Key Lime PL	60 Bottles
	375ml Kuhl Mango Lemonade	12 Bottles
	375ml Kuhl Raspberry	12 Bottles
	375ml Kuhl Vodka	12 Bottles
	375ml Kuhl Whipped Crème	12 Bottles
	50ml Kuhl Whipped Crème PL	60 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective March 31, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Anthony's Own Inc. (General Wine & Liquor Co.)	750ml Anthony's Own Apple Pie	12 Bottles
	750ml Anthony's Own Bananas Foster	12 Bottles
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	375ml Dewar's Highlander Honey	24 Bottles
	750ml Dewar's Highlander Honey	12 Bottles
	1000ml Dewar's Highlander Honey	12 Bottles
	50ml Dewar's Highlander Honey	120 Bottles
Bacmar International LLC (General Wine & Liquor Co.)	1750ml Box'r Vodka	6 Bottles
Sazerac North America, Inc. (NWS Michigan, Inc.)	750ml Calypso Coconut Rum	12 Bottles
	1750ml Calypso Coconut Rum PL	6 Bottles

	1000ml Calypso Coconut Rum	12 Bottles
	750ml Chi Chi's Long Isl Iced Tea PL	12 Bottles
	750ml Chi Chi's Mexican Mudslide PL	12 Bottles
	1750ml Chi Chi's Orange Cream PL	6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Calico Jack Cherry Spice	12 Bottles
	750ml Calico Jack Spiced	12 Bottles
	1750ml Calico Jack Spiced PL	6 Bottles
	1750ml Kamchatka Citrus	6 Bottles
	1750ml Kamchatka Raspberry	6 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	750ml Cinnamon Mist	12 Bottles
	750ml Maple Mist	12 Bottles
Dry Fly Distilling Inc. (NWS Michigan, Inc.)	750ml Dry Fly Gin	12 Bottles
	750ml Dry Fly Vodka	12 Bottles
Fish Hook Distilling Company, LLC (General Wine & Liquor Co.)	750ml Valentine Woodward Ltd.	12 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	750ml Blue Chair Bay Coconut Rum	12 Bottles
	1750ml Blue Chair Bay Coconut Rum	6 Bottles
	750ml Blue Chair Bay Coconut Spiced	12 Bottles
	1750ml Blue Chair Bay Coconut Spiced	6 Bottles
	750ml Blue Chair Bay White Rum	12 Bottles
	1750ml Blue Chair Bay White Rum	6 Bottles
	750ml Combier L'Original	12 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	50ml Brinley Gold Shipwreck Spiced	120 Bottles
McCormick Distilling Company, Inc. (General Wine & Liquor Co.)	375ml 360 Georgia Peach	24 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	50ml Malibu Island Spiced	120 Bottles
	375ml Malibu Island Spiced PL	24 Bottles
	50ml Oddka Apple Pie	120 Bottles
	50ml Oddka Electricity	120 Bottles
	50ml Oddka Fresh Cut Grass	120 Bottles
	50ml Oddka Salty Caramel Popcorn	120 Bottles
	50ml Oddka Wasabi	120 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml Three Olives M Monroe Strwbry	6 Bottles
RGI Brands, LLC (NWS Michigan, Inc.)	1000ml Riverboat Rye	12 Bottles
Royal Wine Corporation (General Wine & Liquor Co.)	750ml Askalon Arack Extra Fine	12 Bottles
	750ml Binyamina Chocolate	12 Bottles
	750ml Givon VS	12 Bottles
	750ml Kedem Vodka	12 Bottles
	750ml Walders Coffee	12 Bottles

Sazerac Company, Inc. (NWS Michigan, Inc.)	375ml Benchmark No. 8 PL	24 Bottles
	50ml Chila Orchata PL	120 Bottles
Scottish Spirits Imports, Inc. (NWS Michigan, Inc.)	1000ml Scottish Spirits Sngl Grn 3 yr.	12 Bottles
	1000ml Scottish Spirits Sngl Mlt 3 yr.	12 Bottles
	1000ml Scottish Spirits 12 yr.	12 Bottles
	1000ml Scottish Spirits 3 yr.	12 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	375ml Pearl Cherry PL	24 Bottles
	375ml Pearl Grape PL	24 Bottles
	375ml Pearl Red Berry PL	24 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	1000ml Ciroc Coconut	12 Bottles
	1000ml Ciroc Snap Frost	12 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	750ml Mothers Holiday Nog	12 Bottles
	750ml Mothers Pumpkin Spice	12 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	750ml Kuhl Key Lime	12 Bottles
	750ml Kuhl Whipped Creme	12 Bottles
W.J. Deutsch & Sons, Ltd. (General Wine & Liquor Co.)	1750ml Citadelle Gin	6 Bottles
	1750ml Pierre Ferrand Dry Curacao	6 Bottles

That the request of Journeyman Distillery, LLC, holder of 2013 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective March 31, 2013; further prior to any sale and distribution of this product 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 this product:

<u>PRODUCT</u>	<u>PACK SIZE</u>
375ml Journeyman Bilberry Blk Hrts Gin	24 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective March 31, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Pineapple Fusion w/Shaker	12 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Cruzan Aged Light w/Jar Gl	6 Bottles
	750ml Cruzan Coconut Rum w/Jar Gl	6 Bottles
	750ml J Beam Devils Cut w/50ml Ghost	12 Bottles
	750ml J Beam Black w/50ml Ghost	12 Bottles
Pernod Ricard, USA, LLC (NWS Michigan, Inc.)	750ml Absolut 80 w/50ml Abso Hibiskus	12 Bottles

Remy Cointreau USA, Inc. (NWS Michigan, Inc.)	750ml Cointreau Liq w/Margarita Mix	6 Bottles
	750ml MacAllan 22 yr. w/Flask	1 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	750ml Crystal Head w/Rolling Stones CD	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective March 31, 2013:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Palm Bay International, Inc. (General Wine & Liquor Co.)	750ml The Irishman Original Clan	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	50ml Absolut Rainbow Pack	120 Bottles
	750ml Kahlua 40 w/2 mugs	6 Bottles
	50ml Kahlua Holiday Trail Pk PL 5 pk	120 Bottles
	750ml Malibu Black w/50ml Malibu Blk	12 Bottles
Remy Cointreau USA, Inc. (NWS Michigan, Inc.)	750ml Highland Park Thor Scotch	6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Cabo Wabo Blanco w/Music Card	6 Bottles
	750ml Carolans Irish Cream W/Mug	6 Bottles
	750ml Carolans Irish Cream w/Cordl Gls	6 Bottles
	750ml Frangelico Liq 40 w/Candle	6 Bottles
	750ml Wild Turkey 101 w/Flask	6 Bottles
Square One Organic Spirits, LLC (NWS Michigan, Inc.)	750ml Wild Turkey 81 w/Flask	6 Bottles
	750ml Wild Turkey Amer Hony w/Shot Gls	12 Bottles
	750ml Square One Basil Organic	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Square One Basil Organic	6 Bottles
	1000ml Ciroc Coconut	6 Bottles
	1000ml Ciroc Snap Frost	6 Bottles

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated March 4, 2013, motion carried by unanimous vote.

III. Mr. Robinson presented the January 2013 financial report which shows the results of our operations for the period of October 1, 2012 through January 31, 2013. The report was adjusted by removing one week of sales for comparison purposes to last year's report. He stated Total Gross Sales increased by almost \$22.4 million or 6.5% and Distilled Spirit cases sold increased by 79,121 or 3.2%. Mr. Robinson advised the Net Income from liquor sales is down approximately \$1.9 million or 3.3%, but the decrease is due to the 1.85% specific tax that was eliminated on October 1, 2012 and higher expenses for Technology services. He reported that

comparison of the Beer and Wine taxes received in the new fiscal year may not reflect the current trends for these two taxes because certain accounting entries from November 2011 were not made until February 2012. Mr. Robinson advised when the effects of those accounting entries are removed from the excise tax totals, Beer taxes are up by \$120,000, and Wine taxes are higher by \$155,000.

Commissioner Quimby complimented Mr. Robinson and his staff for their attention to detail and the great job they continue to do for the Commission. Chairman Deloney concurred with her statement.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the January 2013 Financial Report, be accepted, motion carried by unanimous vote.

IV. Old Business

There was no Old Business.

V. New Business

There was no Old Business.

VI. 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 9:41 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman