



ADMINISTRATIVE
MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, April 10, 2012
Lansing District Office

Present: Andrew J. Deloney, Chairman
Teri L. Quimby, Commissioner
Donald B. Weatherspoon, Commissioner

Staff: Steve Robinson, Director of Finance Division
Andy Neumann, Director of Administrative Services Division
Julie Wendt, Director of Executive Services Division
Andrea Miller, LARA Communications
Anita Fawcett, Executive Services Division

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

- I. **Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the minutes of the Commission meeting of April 3, 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>
Jim Beam Brands Company (NWS Michigan, Inc.)	750ml Greenore 8 yr Whiskey	6 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	50ml Southern Comfort Blk Cherry PL	60 Bottles
Drinks Americas, Inc. (General Wine & Liquor Co.)	50ml Kah Tequila 3 Pk	48 Bottles
William Grant & Sons, Inc. (General Wine & Liquor Co.)	750ml Glenfiddich Cask of Dreams	3 Bottles

Park Street Imports LLC (General Wine & Liquor Co.)	750ml Tanteo Cocoa Tequila 750ml Tanteo Jalapeno Tequila 750ml Tanteo Tropical Tequila	6 Bottles 6 Bottles 6 Bottles
Phillips Products Company, LLC (General Wine & Liquor Co.)	50ml UV Red, White, Blue Combo PL	60 Bottles
Remy Cointreau USA, Inc. (General Wine & Liquor Co.)	50ml Remy Martin V Brandy 375ml Remy Martin V Brandy 1000ml Remy Martin V Brandy	60 Bottles 12 Bottles 6 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, Inc.)	750ml Glenmorangie Artein Scotch	6 Bottles
Luxco, Inc. (General Wine & Liquor Inc.)	750ml Rebel Reserve Cherry Liqueur 750ml Rebel Reserve Honey Liqueur	6 Bottles 6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Auchentoshan 18 yr Scotch 750ml Bowmore 15 yr Darkest Scotch 750ml Bowmore 18 yr Scotch 1000ml Espolon Blanco 1000ml Espolon Reposado 750ml Flor De Cana Cent Gold 18 yr 750ml Glen Garioch 1797 Founders Rsv 750ml Yamazaki 18 yr Whiskey	6 Bottles 6 Bottles 6 Bottles 6 Bottles 6 Bottles 6 Bottles 6 Bottles 6 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	750ml Kinky Liqueur 50ml Kinky PL Liqueur	6 Bottles 60 Bottles
V.I.A.S. Imports, Ltd. (General Wine & Liquor Co.)	750ml Amaro Montenegro 1000ml Amaro S. Maria Al Monte 375ml Bertagnolli Grappino Brandy 1000ml Bertagnolli Grappino Brandy	6 Bottles 6 Bottles 12 Bottles 9 Bottles

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 June 3, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Kobrand Corporation (General Wine & Liquor Co.)	750ml Appleton Estate Reserve (Jam) Rum	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	200ml Beefeater Gin (Eng)	24 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>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Light Mojito	12 Bottles
	1750ml Bacardi Light Mojito	6 Bottles
	750ml Bacardi Light Pina Colada	12 Bottles
	1750ml Bacardi Light Pina Colada	6 Bottles
Jim Beam Brands Company (NWS Michigan, Inc.)	750ml Old Overholt Rye	12 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	100ml J Daniels Tennessee Honey	48 Bottles
	200ml J Daniels Tennessee Honey	48 Bottles
	750ml Southern Comfort Black Cherry	12 Bottles
	1000ml Southern Comfort Black Cherry	12 Bottles
	375ml Southern Comfort Blk Cherry PL	24 Bottles
	1750ml Southern Comfort Blk Cherry PL	6 Bottles
William Grant & Sons, Inc. (General Wine & Liquor Co.)	50ml Stolichnaya Hot PL Vodka	120 Bottles
	50ml Stolichnaya Sticki PL Vodka	120 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Burnett's Maple Syrup Vodka	12 Bottles
Kayak Management LLC (General Wine & Liquor Co.)	750ml Lemon Hart 151 Rum	12 Bottles
Illyrian Import, Inc. (NWS Michigan, Inc.)	750ml Krakus Exclusive (Pol) Vodka	12 Bottles
	750ml Stara Sokolova Viljamovka Brandy	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Absolut Cherrykran Vodka	12 Bottles
	1000ml H Walker Whipped Cream	12 Bottles
	1000ml Malibu Sunshine Rum	12 Bottles
	50ml Seagram's Pineapple Twisted Gin	120 Bottles
	375ml Seagram's Pineapple Twisted Gin	24 Bottles
Phillips Products Company, LLC (General Wine & Liquor Co.)	750ml Cabrito Blanco Tequila	12 Bottles
	750ml Cabrito Reposado Tequila	12 Bottles
	750ml UV Chocolate Cake Vodka	12 Bottles
	1000ml UV Chocolate Cake Vodka	12 Bottles
	750ml UV Whipped Vodka	12 Bottles
	1000ml UV Whipped Vodka	12 Bottles
The Phoenix Groupe, Inc. (General Wine & Liquor Co.)	1000ml Khortytza Vodka	12 Bottles
St Julian Wine Company, Inc. (NWS Michigan, Inc.)	750ml Grey Heron Export Vodka	12 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	750ml Pearl Combo Orig & Wed Ck 2Pk	12 Bottles
	750ml Pearl Peach Vodka	12 Bottles
Ugly Dog Distillery, LLC (General Wine & Liquor Co.)	750ml Ugly Dog Gin	12 Bottles
	750ml Ugly Dog Bacon Vodka	12 Bottles
	750ml Workers Vodka	12 Bottles

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>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Superior w/50ml Oakheart	12 Bottles
Jim Beam Brands Company (NWS Michigan, Inc.)	750ml Knob Creek BBN w/Grill Mitt	6 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	1750ml Gentleman Jack w/flask	6 Bottles
Cooper Spirits International, LLC (NWS Michigan, Inc.)	750ml St. Germain w/Carafe	6 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Hpnotiq Hamonie w/Bling Ring	6 Bottles
	750ml Hpnotiq w/Bling Ring	6 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	750ml Russian Standard w/copper mug	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Malibu Coconut Rum w/Coke	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	375ml 1800 Silver w/50ml 1800 Coconut	12 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Wild Turkey Amer Honey w/Tap	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Capt Morg Blk Spc w/50ml Cr Royal	12 Bottles
Veev Spirits, L.L.C. (General Wine & Liquor Co.)	750ml Veev Acai Spirit w/Pitcher	6 Bottles
Whyte and Mackay Americas Limited LLC (General Wine & Liquor Co.)	750ml The Dalmore Gr Res w/50ml 18 yr	6 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective June 3, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Ciroc Snap Frost w/Lemonade	6 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>
Moet Hennessy USA, Inc. (NWS Michigan, Inc.) Whyte and Mackay Americas Limited, LLC (General Wine & Liquor Co.)	750ml Glenmorangie Artein Scotch	12 Bottles
	750ml The Dalmore Gr Res w/50ml 18 yr	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective June 3, 2012:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Kobrand Corporation (General Wine & Liquor Co.)	750ml Appleton Estate Reserve (Jam) Rum	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	200ml Beefeater Gin (Eng)	48 Bottles

Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated April 9, 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 twelve different licensees requesting price reductions; that 88 price reductions should be approved; and that 11 price reductions should be denied for the reasons stated in the attached reports.

Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the 88 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 Commissioner Quimby, that the 11 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 summary of the February 2012 financial statement. He stated this report shows the results of our operations for the period of October 1, 2011 through February 29, 2012 and is compared with the same period from the previous fiscal year. Mr. Robinson advised Distilled Spirit case sales have increased 97,236 cases (3.4%) during the first five months of 2011-12 year, and in addition, the average

price per case sold has increased 1.7%. He advised Total Gross Sales have increased over last year by approximately \$20.3 million, which is 5.2%, and that Net Income from the sale of spirits is higher this year by almost \$3.0 million (4.5%). Mr. Robinson stated our current year to date total expenses and transfers in the Liquor Purchase Revolving Fund are approximately \$2.0 million higher than last year. He advised Beer taxes are up approximately \$500,000 and Wine taxes are up approximately \$250,000 for the first five months of the year, and the adjustment entries were made in February 2012 to correct the Beer and Wine tax amounts.

After a brief discussion, moved by Commissioner Weatherspoon, supported by Commissioner Quimby, to accept the financial report for February 2012, motion carried by unanimous vote.

V. Old Business

There was no Old Business.

VI. New Business

Pat Gagliardi extended an invitation to the Commission and attendees of the business meeting to the Center for Alcohol Policy, Michigan Policy Forum Series on Wednesday, April 18, 2012 from 8:00 am to 10:00 am. He stated the topic is Public Safety and Law Enforcement in Alcohol Regulation and listed the members of the panel. Mr. Gagliardi also indicated that Chairman Deloney will be a presenter at the Center for Alcohol Policy, Michigan Policy Forum Series on May 3, 2012 from 8:00 am to 10:00 am where the topic will be What's Happening in the World of Alcohol Regulation.

VII. 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 11:19 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman