



ADMINISTRATIVE
MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, May 1, 2012
Lansing District Office

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

Staff: Steve Robinson, Director of Finance Division
Tom Hagan, Director of Enforcement Division
Sharon Martin, Director of Licensing Division
Julie Wendt, Director of Executive Services Division
Gerald Whalen, 1st Assistant Attorney General
Tim Kovacik, Deputy Director of Executive Services Division
Andrea Miller, LARA Communications
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:09 a.m., noting a quorum was present.

- I. **Moved by Commissioner Quimby, supported by Chairman Deloney, that the minutes of the Commission meeting of April 17, 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 June 3, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	375ml Rumchata Cream	12 Bottles
Jim Beam Brands Company (NWS Michigan, Inc.)	200ml Skinnygirl Margarita PL 4 Pk	24 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Elijah Craig Sngl Barrel 20 yr	3 Bottles

Phillips Products Company, LLC	750ml Centinela Anejo Tequila	6 Bottles
(General Wine & Liquor Co.)	750ml Centinela Anejo 3 Anos Tequila	4 Bottles
	750ml Centinela Blanco Tequila	6 Bottles
	750ml Centinela Reposado Tequila	6 Bottles

That the request of Grand Traverse Distillery L.L.C., holder of 2012 Small Distiller license, for addition of products to the approved products list with case size exceptions, be approved for listing, effective June 3, 2012; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Grand Traverse Distillery 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>
375ml 100% Straight Bourbon Whiskey	12 Bottles
375ml Straight Rye Whiskey	12 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective June 3, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACKSIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	750ml Maison Rouge VS Cognac	12 Bottles
Jim Beam Brands Company (NWS Michigan, Inc.)	750ml Skinnygirl White Peach Margarita	12 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	1750ml J Daniels Tennessee Honey	6 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	50ml Black Velvet Toasted Caramel	120 Bottles
	750ml Black Velvet Toasted Caramel	12 Bottles
	750ml Burnett's Candy Cane Vodka	12 Bottles
	1750ml Burnett's Maple Syrup PL Vodka	6 Bottles
	750ml Evan Williams 1783 Bourbon	12 Bottles
	750ml Evan Williams Apple Orchard	12 Bottles
	750ml Evan Williams White Label Bourbon	12 Bottles
	750ml Evan Wms Peppmnt-Choc Egg Nog	12 Bottles
Kobrand Corporation (General Wine & Liquor Co.)	750ml Mellow Corn	12 Bottles
	375ml Alize Coco Liqueur	24 Bottles
MHW Ltd. (General Wine & Liquor Co.)	750ml Nectar Aguardiente Liqueur	12 Bottles
Illyrian Import, Inc. (NWS Michigan, Inc.)	750ml Stara Sokolova Medovina	12 Bottles

Overseas International, Inc. (General Wine & Liquor Co.)	750ml Navip Slivovitz Brandy	12 Bottles
	750ml Schoenauer Apfel Schnapps	12 Bottles
	750ml Stawski Classic Vodka	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	50ml Absolut Cherrykran Vodka	120 Bottles
	50ml H Walker Whipped Cream PL	120 Bottles
Phillips Products Company, LLC (General Wine & Liquor Co.)	1750ml UV Chocolate Cake PL Vodka	6 Bottles
	1750ml UV Whipped PL Vodka	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml 1800 Coconut Silver Tequila	6 Bottles
White Rock Distilleries, Inc. (NWS Michigan, Inc.)	1750ml Pinnacle Atomic Hots PL Vodka	6 Bottles
	750ml Pinnacle Blackberry Vodka	12 Bottles
	1000ml Pinnacle Blackberry Vodka	12 Bottles
	1750ml Pinnacle Blackberry PL Vodka	6 Bottles
	1750ml Pinnacle Cake PL Vodka	6 Bottles
	750ml Pinnacle Cucumber Watermelon	12 Bottles
	1000ml Pinnacle Cucumber Watermelon	12 Bottles
	1750ml Pinnacle Gummy PL Vodka	6 Bottles
	1750ml Pinnacle Red Berry PL Vodka	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>
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Lunazul Blanco w/2 Gls	6 Bottles
	750ml Lunazul Reposado w/2 Gls	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml Three Olives w/50ml Cake Vodka	6 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Fireball Cinnamon w/Shot Gls	12 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>
Jim Beam Brands Company (NWS Michigan, Inc.)	750ml Dekuyper Amaretto	12 Bottles
	1000ml Dekuyper Amaretto	12 Bottles

Moved by Chairman Deloney, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated April 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 eight different licensees requesting price reductions; that 90 price reductions should be approved; and that 12 price reductions should be denied for the reasons stated in the attached reports. Mr. Robinson advised that one licensee was requesting price reductions of 50 percent on eleven different 50 ml spirits with prices under a \$1.00 per bottle.

Chairman Deloney stated that he has had ongoing conversations with Mr. Robinson about potential changes to the price reduction program. He advised discussions have included changes such as not approving price reductions for products priced below \$2.00 and establishing a floor of not less than \$2.00 per bottle for any product. Chairman Deloney advised that no changes have been made at this time, but discussions will continue concerning modifications to the price reduction program.

Moved by Chairman Deloney, supported by Commissioner Quimby, that the 90 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 Commissioner Quimby, that the 12 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 from Proximo Spirits, Inc. for an authorized distribution agent (ADA) change for one product line, Boodles British Gin, to move from NWS Michigan, Inc. to General Wine and Liquor Company, Inc., with the change being effective July 20, 2012.

Moved by Chairman Deloney, supported by Commissioner Quimby, that the request from Proximo Spirits, Inc. for an ADA change to move Boodles British Gin product line, from NWS Michigan, Inc., to General Wine & Liquor Co., be approved effective July 20, 2012, motion carried by unanimous vote.

- V. Old Business

Ms. Wendt advised that HB 4393 which provides that minors presenting themselves for treatment will be exempt from underage drinking violations under certain circumstances was presented to the Governor on April 26, 2012.

VI. New Business

There was no New Business.

VII. Public Comments

Chairman Deloney advised that Commissioner Donald Weatherspoon has taken on a challenging and exciting new role as Emergency Financial Manager for the Muskegon Heights School District. He stated Commissioner Weatherspoon's knowledge and dedication to the Commission will be missed. Chairman Deloney stated that Commissioner Weatherspoon's extensive experience in education, law enforcement, budget review, and public administration in numerous state governmental departments and agencies, will be an asset to the school district and community. Commissioner Quimby echoed his remarks.

With no further business, moved by Commissioner Quimby, supported by Chairman Deloney, that the business meeting be adjourned at 11:23 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman