



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, May 10, 2016
Lansing District Office
525 W Allegan
Lansing MI 48909

Present: Teri L. Quimby, Commissioner
Dennis Olshove, Commissioner

Absent: Andrew J. Deloney, Chairman

Staff: Pam Hamilton, Deputy Director of Finance Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Commissioner Quimby at 9:55 a.m., noting a quorum was present.

- I. **Moved by Commissioner Quimby, supported by Commissioner Olshove, that the minutes of the Commission meeting of April 12, 2016, be approved as written and presented, motion carried by unanimous vote.**
- II. Ms. Hamilton 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 meets other exceptions as indicated and be approved for listing in the approved products list effective May 29, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sazerac North America, Inc. (NWS Michigan, LLC)	750ml 1792 Full Proof Bourbon	6 Bottles
Jim Beam Brands Co. (NWS Michigan, LLC)	750ml Knob Creek 2001 Ltd	6 Bottles
Black Sea Imports, Inc. (NWS Michigan, LLC)	200ml Glen Scanlan Reserve Scotch 200ml Glen Scanlan 5 Yr. Scotch	36 Bottles 36 Bottles
Castle Brands (USA) Corp. (NWS Michigan, LLC)	50ml Brady's Irish Cream PL 750ml Knappogue Castle Twin WD-14 Yr. 750ml Knappogue Castle Twin WD-16 Yr.	60 Bottles 6 Bottles 6 Bottles
Duggan's Distillers Products Corp. (NWS Michigan, LLC)	750ml Bobby's Schiedam Dry Gin	6 Bottles

E. & J. Gallo Winery (General Wine & Liquor Co.)	200ml New Amsterdam Apple Vodka	24 Bottles
	50ml New Amsterdam Apple Vodka PL	60 Bottles
Leadslingers Spirits, LLC (NWS Michigan, LLC)	750ml Leadslingers Black Flag Spiced Rum	6 Bottles
	750ml Leadslingers Bourbon Whiskey	6 Bottles
	750ml Leadslingers Napalm Whiskey	6 Bottles
MHW, Ltd. (NWS Michigan, LLC)	750ml Barrell Bourbon	6 Bottles
	750ml Barrell Bourbon Single Barrel	6 Bottles
	750ml Barrell Whiskey	6 Bottles
	750ml Chankaska Peppermint Kreme Liq	6 Bottles
	750ml Chankaska Pumpkin Kreme Liq	6 Bottles
	750ml Chankaska Walnut Kreme Liq	6 Bottles
	750ml Pisco Porton Acholado	6 Bottles
Mammoth Distilling LLC (General Wine & Liquor Co.)	750ml Mammoth Dry Stack Vodka	6 Bottles
	750ml Mammoth Old Dam Gin	6 Bottles
	750ml Mammoth Wood Boat Rum	6 Bottles
Illyrian Import, Inc. (NWS Michigan, LLC)	100ml Manastirka Slivovitz Prokupac	50 Bottles
Partida Tequila, LLC (NWS Michigan, LLC)	750ml Partida Blanco Tequila	6 Bottles
Pearson & Pearson, LLC (NWS Michigan, LLC)	750ml Emory Vodka	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, LLC)	750ml Chivas Regal Extra Scotch	6 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	375ml Prairie Organic Cucumber Vodka	12 Bottles
	1000ml Prairie Organic Cucumber Vodka	6 Bottles
	1000ml Prairie Organic Gin	6 Bottles
	375ml Prairie Organic Vodka	12 Bottles
	1000ml Prairie Organic Vodka	6 Bottles
	50ml Trader Vic's Silver Rum PL	60 Bottles
Piedmont Distillers Inc. (General Wine & Liquor Co.)	750ml Midnight Moon Cran-Apple Pie	6 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, LLC)	750ml Ardbeg Dark Cove Sngl Malt-93	6 Bottles
	750ml Hennessy X O Cognac	3 Bottles
Silver Tip Imports, LLC (NWS Michigan, LLC)	750ml Precious Vodka	6 Bottles
	1000ml Precious Vodka	6 Bottles
Luxco, Inc. (NWS Michigan, LLC)	750ml Blood Oath Pact No. 2	3 Bottles
	375ml Caffè Lolita (Mex) Coffee	12 Bottles
	750ml Rebel Yell Ginger Whiskey	6 Bottles
	750ml Rebel Yell Root Beer Whiskey	6 Bottles
The Edrington Group USA, LLC (NWS Michigan, LLC)	750ml Highland Park Ice Edition Scotch	3 Bottles
Think Italian, LLC (NWS Michigan, LLC)	750ml Don Ciccio & Figli Cinque	6 Bottles
	750ml Don Ciccio & Figli Amaro Donfe	6 Bottles

	750ml Don Ciccio & Figli Amaro Donna	6 Bottles
	750ml Don Ciccio & Figli Amaro Siren	6 Bottles
	750ml Don Ciccio & Figli Concerto	6 Bottles
	750ml Don Ciccio & Figli Fico Dindia	6 Bottles
	750ml Don Ciccio & Figli Luna Amara	6 Bottles
	750ml Don Ciccio & Figli Mandarinett	6 Bottles
	750ml Don Ciccio & Figli Nocino	6 Bottles
Western Spirits Beverage Company, LLC (NWS Michigan, LLC)	200ml Bird Dog Blackberry PL	24 Bottles
	375ml Bird Dog Blackberry PL	12 Bottles
	50ml Bird Dog KY Blended Whiskey PL	60 Bottles
	375ml Bird Dog KY Blended Whiskey PL	12 Bottles
	375ml Bird Dog Peach PL	12 Bottles
Frederick Wildman & Sons, Ltd. (General Wine & Liquor Co.)	1000ml Chartreuse V.E.P.-108	6 Bottles
	1000ml Chartreuse V.E.P.-84	6 Bottles
W.J. Deutsch & Sons, Ltd. (General Wine & Liquor Co.)	750ml Plantation Pineapple Rum	6 Bottles

That the request of American Fifth Spirits Co. holder of 2016 Small Distiller license, for addition of the following products to the case size exception products list, be approved for listing, effective May 29, 2016; further prior to any sale and distribution of these products through the Commission's spirit distribution system, American Fifth Spirits Co. 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 American Fifth Turtleback Rum	12 Bottles
375ml American Fifth Turtleback White Rum	12 Bottles

- A.** That the products listed below be granted exceptions to the standard pack size, inasmuch as the items are packaged nationally or meets other exceptions as indicated and be approved for listing in the approved products list effective July 3, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Dewar's Signature Scotch	4 Bottles
Wilson Daniels Ltd. (General Wine & Liquor Co.)	750ml Templeton Rye 6 Yr.	6 Bottles

- B.** That the following requests for addition of product to the approved products list be approved for listing, effective May 29, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
American Fifth Spirits Co. (General Wine & Liquor Co.)	750ml American Fifth Turtleback Rum	12 Bottles
	750ml American Fifth Turtleback White	12 Bottles
Jim Beam Brands Co. (NWS Michigan, LLC)	50ml Hornitos Black Barrel Tequila	120 Bottles
	1000ml Hornitos Black Barrel Tequila	12 Bottles
Black Sea Imports, Inc. (NWS Michigan, LLC)	750ml 3 Kilos Gold Vodka	12 Bottles
	750ml Baron Darbel XO Old Extra Prem	12 Bottles
	750ml Baron Darbel XO Special Reserve	12 Bottles
	750ml Courriere Napoleon V.S.O.P.	12 Bottles
	200ml Courriere Napoleon V.S.O.P.	48 Bottles
	375ml Courriere Napoleon V.S.O.P.	24 Bottles
	750ml Courriere X.O.	12 Bottles
	750ml De Valcourt Napoleon VSOP	12 Bottles
	750ml Duc Du Lillie Rare Extra Old	12 Bottles
	750ml Duc Du Lillie XO Special Rsrv	12 Bottles
	750ml Elite XO Brandy	12 Bottles
	750ml Elite XO French Brandy	12 Bottles
	750ml Elite XO 15 Yr. Brandy	12 Bottles
	750ml Elite XO 30 Yr. Brandy	12 Bottles
	750ml Forty Degrees Vodka	12 Bottles
	1750ml Forty Degrees Vodka	6 Bottles
	1000ml Glen Scanlan Reserve	12 Bottles
	1000ml Glen Scanlan 5 Yr.	12 Bottles
	750ml Goodnoff Vodka	12 Bottles
	750ml Imperial Collection Gold Vodka	12 Bottles
	750ml McCray Baseball 15 Yr. Scotch	12 Bottles
	750ml McCray Golf 15 Yr. Scotch	12 Bottles
	750ml McCray Speyside 18 Yr. Scotch	12 Bottles
	750ml McCray 12 Yr. Scotch	12 Bottles
	750ml McCray 5 Yr. Scotch	12 Bottles
	750ml McCray 8 Yr. Scotch	12 Bottles
	750ml Putinka Classic Vodka	12 Bottles
	750ml Putinka Soft Vodka	12 Bottles
	750ml Soplica Vodka	12 Bottles
Copper Fox Distillery Enterprises, L.L.C. (NWS Michigan, LLC)	750ml Copper Fox Rye Whiskey	12 Bottles
	750ml Wasmund's Single Malt Whsky	12 Bottles
Fish Hook Distilling Co., LLC (General Wine & Liquor Co.)	750ml Mayor Pingree Single Barrel	12 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	375ml New Amsterdam Apple Vodka	24 Bottles
	750ml New Amsterdam Apple Vodka	12 Bottles
	1750ml New Amsterdam Apple Vodka	6 Bottles

Local Choice Inc. (NWS Michigan, LLC)	750ml Eubanks Collect Pretty in Pink	12 Bottles
	750ml Eubanks Collect Classic Gin	12 Bottles
	750ml Eubanks Collect Jazzin Gin	12 Bottles
	750ml Eubanks Collect Limelife Gin	12 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	750ml Amaro Sfumato Rabarbaro	12 Bottles
McCormick Distilling Company (General Wine & Liquor Co.)	750ml Hayman Royal Dock Gin	12 Bottles
	750ml 360 Red Delicious Apple	12 Bottles
	1000ml 360 Red Delicious Apple	12 Bottles
Illyrian Import, Inc. (NWS Michigan, LLC)	200ml Manastirka Slivovitz Prokupac	48 Bottles
Pearson & Pearson, LLC (NWS Michigan, LLC)	750ml Viral Rainbow Sherbet Vodka	12 Bottles
	750ml Viral Raspberry Sherbet Vodka	12 Bottles
Phillips Products Co., LLC (General Wine & Liquor Co.)	750ml Centinela Clasico Blanco	12 Bottles
	750ml Centinela Clasico Reposado	12 Bottles
	1750ml Prairie Organic Cucumber Vodka	6 Bottles
Sazerac Company, Inc. (NWS Michigan, LLC)	1000ml Cane Rum	12 Bottles
	1750ml Member's Mark Rum	6 Bottles
South Land Estates Corp (NWS Michigan, LLC)	750ml Bleustorm Vodka	12 Bottles
The Edrington Group USA, LLC (NWS Michigan, LLC)	750ml The MacAllan 12 Yr. Double Cask	12 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	750ml Lagavulin 8 Yr. Scotch	12 Bottles
Western Spirits Beverage Company, LLC (NWS Michigan, LLC)	750ml Bird Dog KY Blended Whiskey	12 Bottles

That the request of Lansing Brewing Company, LLC, holder of 2016 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective May 29, 2016; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Lansing Brewing Company, LLC, 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 Hard Nose Bathtub Gin	12 Bottles
750ml Hard Nose Ice Box Vodka	12 Bottles
750ml Hard Nose Michigan Rye Whiskey	12 Bottles
750ml Hard Nose Mitten Rum	12 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective July 3, 2016:

That the request of D'Still, LLC holder of 2016 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective July 3, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, D'Still, 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>
750ml Motor City Gas Royal Oak'd Rye	12 Bottles

That the request of Two James Spirits LLC holder of 2016 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective July 3, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Two James Spirits 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>
750ml Two James Back Room Rye	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective May 29, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Limon w/50ml Raspberry	12 Bottles
Jim Beam Brands Co. (NWS Michigan, LLC)	750ml LeBlon w/2 Mason Jars & Muddler	6 Bottles
Castle Brands (USA) Corp. (NWS Michigan, LLC)	1750ml Hornitos Reposado w/200ml Plata	6 Bottles
MHW Ltd. (General Wine & Liquor Co.)	750ml Gosling's Blk w/2 Ginger Beers	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, LLC)	1750ml Blue Chair Bay White w/4-50ml	6 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	750ml Absolut Variety w/50ml Vodka	12 Bottles
	750ml Bulleit BBN w/2-50ml Cr Ryl & Rye	12 Bottles
	750ml Bulleit Rye w/2-50ml Cr Ryl & Rye	12 Bottles
	750ml Johnnie Walker Red w/Ginger Ale	6 Bottles
	750ml Ketel One w/2-50ml BBN-Crwn Ryl	12 Bottles
	750ml Smirnoff 80 PL w/2-50ml Vod-Brry	12 Bottles
	1750ml Smirnoff 80 PL w/2-50ml Vod-Brry	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective May 29, 2016:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
MHW Ltd. (General Wine & Liquor Co.)	375ml Rum Chata 25ml -15 Pk PL	12 Bottles
Mammoth Distilling LLC (General Wine & Liquor Co.)	750ml Mammoth Dry Stack Vodka	12 Bottles
	750ml Mammoth Old Dam Gin	12 Bottles
	750ml Mammoth Wood Boat Rum	12 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, LLC)	750ml Hennessy X O Cognac	12 Bottles
Luxco, Inc. (NWS Michigan, LLC)	375ml Caffe Lolita (Mex) Coffee	24 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective July 3, 2016:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Dewar's Signature Scotch	6 Bottles
Wilson Daniels Ltd. (General Wine & Liquor Co.)	750ml Templeton Rye 6 Yr.	6 Bottles

After discussion, the following products were denied:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
American Fifth Spirits Co. (Small Distiller)	750ml Amer 5 th Turtleback Select Rum	12 Bottles
	750ml Amer 5 th Turtleback White Select	12 Bottles
McCormick Distilling Company (General Wine & Liquor Co.)	1000ml 360 Huckleberry Vodka	12 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	750ml Ciroc Variety w/50ml Apple Vodka	12 Bottles

Moved by Commissioner Quimby, supported by Commissioner Olshove that the above actions be taken in accordance with the E-Quote reports as written, and presented dated May 9, 2016, motion carried by unanimous vote.

- III. Ms. Hamilton presented licensee requests for special price reductions on spirit products in accordance with the provisions of the Commission's Order of September 11, 2012 regarding special price reductions on spirit products, which was effective on January 1, 2013. She advised there were ninety five (95) different licensees requesting price reductions; that 3095 product price reductions could be approved; and that there were 3 product price reductions to be denied.

Moved by Commissioner Quimby, supported by Commissioner Olshove, that the 3095 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 Quimby, supported by Commissioner Olshove, that the 3 special price reduction be denied for the reason stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.

- IV. Ms. Hamilton presented the February 2016 Financial Report which show the results of our operations for the period of October 1, 2015 through February 29, 2016. This report contains the same number of weeks of spirit sales as the February 2015 report. Ms. Hamilton stated the Total Gross Sales increased over last year by approximately \$21.9 million or 4.3%, with the Distilled Spirit cases sold increasing by 83,598 or 2.5%. She advised the Net Income from spirit sales has increased by \$4.7 million or 6.0%. Ms. Hamilton states Beer taxes are down by \$500,000 while Wine taxes are up by \$700,000.

Moved by Commissioner Quimby, supported by Commissioner Olshove, that the February 2016 Financial Report, be accepted, motion carried by unanimous vote.

- V. Ms. Hamilton presented the report for Delisting of Liquor Codes with Minimal Sales and requested that 500 products listed on the attached sheets, be delisted effective July 31, 2016, per Bulletin No. 2012-09, dated June 5, 2012. She advised this process is carried out biannually for one year sales periods at the end of March and September, to control the number of products contained in the MLCC Price Book. Ms. Hamilton stated the Vendors of Spirits and the Vendor Representatives are contacted via email and by letter that their products are being delisted, and are given the opportunity to demonstrate why their products should continue to be offered in the Price Book.

Moved by Commissioner Quimby, supported by Commissioner Olshove, that the Delisting of Liquor Codes with minimal sales report, be approved as written and presented, motion carried by unanimous vote.

VI. Ms. Hamilton advised the Commission of seven (7) requests for distilled spirit products distribution changes, per Administrative Order 2015-04, dated April 7, 2015. She advised that three (3) of the requests will move products from General Wine and Spirits to NWS Michigan, LLC, and that the other four (4) requests will move products from NSW Michigan, LLC to General Wine and Spirits. These moves involved 165 products and Commissioner Quimby acknowledged the changes.

VII. Old Business.

There was no Old Business.

VIII. New Business.

There was no New Business.

IX. Public Comments.

Attorney Michael Brown advised the Commission that recently he had a client with a pending application for licensure and that he doesn't qualify as a Tier 2 Chain Applicant. He asked staff what the qualifications were specifically and was not provided an answer. Mr. Brown sent a FOIA request for any bulletins or administrative orders detailing these qualifications and was advised that none exist. He would like this issue to be reviewed so a clear determination of who meets these qualifications would be available for future clients. Commissioner Quimby stated the matter would be taken under advisement.

With no further business, moved by Commissioner Quimby, supported by Commissioner Olshove, that the business meeting be adjourned at 10:13 a.m., motion carried by unanimous vote.

Teri L. Quimby
Commissioner

Anita Fawcett
Executive Services