



ADMINISTRATIVE  
MEETING OF THE  
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, June 12, 2012  
Lansing District Office

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

Staff: Steve Robinson, Director of Finance Division  
Andy Neumann, Director of Administrative Services Division  
Julie Wendt, Director of Executive Services Division  
Tom Kovacik, Deputy Director of Executive Services Division  
Anita Fawcett, Executive Services Division

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The meeting was called to order by Chairman Deloney at 11:03 a.m., noting a quorum was present.

- I. **Moved by Commissioner Quimby, supported by Chairman Deloney, that the minutes of the Commission meeting of June 5, 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 July 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	50ml Maker's Mark PL	60 Bottles
Cooper Spirits International, LLC (NWS Michigan, Inc.)	750ml St. Germain Liqueur	6 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	50ml New Amsterdam Peach PL Vodka	60 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	50ml New Amsterdam Red Berry PL	60 Bottles
	750ml Caliche Rum	6 Bottles

Phillips Products Company, LLC (General Wine & Liquor Co.)	50ml Ice Hole Root Beer PL Schnapps 50ml Phillips Gin-Ka PL Gin 375ml UV Citrus Vodka	60 Bottles 60 Bottles 12 Bottles
Prichard's Distillery, Inc. (NWS Michigan, Inc.)	750ml Prichards Cranberry Rum 750ml Prichards Sweet Georgia Belle Rum	6 Bottles 6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1000ml Three Olives Smores Vodka	6 Bottles
Shaw-Ross International Importers, LLC (General Wine & Liquor Co.)	375ml Le Sutra Sparkling Blueberry 750ml Le Sutra Sparkling Blueberry 375ml Le Sutra Sparkling Grape 750ml Le Sutra Sparkling Grape 375ml Le Sutra Sparkling Peach 750ml Le Sutra Sparkling Peach 375ml Le Sutra Sparkling Strawberry 750ml Le Sutra Sparkling Strawberry	12 Bottles 6 Bottles 12 Bottles 6 Bottles 12 Bottles 6 Bottles 12 Bottles 6 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 July 29, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Kobrand Corporation (General Wine & Liquor Co.)	375ml Alize Coco Liqueur	12 Bottles
Phillips Products Company, LLC (General Wine & Liquor Co.)	375ml Phillips Sno Shoe Grog PL	12 Bottles

The following new items with case size exceptions are being denied:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Metropolis Industries, LLC (NWS Michigan, Inc.)	750ml PS Jel Blueberry PL 750ml PS Jel Grape PL 750ml PS Jel Green Apple PL 750ml PS Jel Strawberry PL 375ml PS Jel Strbry, Grape, Blbry PL 50ml PS Jel Var Case=Gr Apl/Grap PL 50ml PS Jel Var Case=Str & Blbry PL	6 Bottles 6 Bottles 6 Bottles 6 Bottles 12 Bottles 80 Bottles 80 Bottles

Chairman Deloney recognized representatives from Metropolis Industries, LLC, Miles Lakin, Matt Marini and Eric Phillips. Mr. Lakin asked if the Commission's definition of alcohol has changed since they spoke in February. Chairman Deloney advised the Commission considers the products of Metropolis Industries, LLC as alcoholic liquor. Mr. Lakin advised he had nothing further to say.

**B. That the following requests for addition of product to the approved products list be approved for listing, effective July 1, 2012:**

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
E. & J. Gallo Winery (General Wine & Liquor Co.)	100ml New Amsterdam Peach Vodka	48 Bottles
	750ml New Amsterdam Peach Vodka	12 Bottles
	100ml New Amsterdam Red Berry Vodka	48 Bottles
	750ml New Amsterdam Red Berry Vodka	12 Bottles
Kobrand Corporation (General Wine & Liquor Co.)	750ml Hammer Gin	12 Bottles
	MHW, Ltd. (General Wine & Liquor Co.)	750ml Country Girl Lemonade
MHW, Ltd. (General Wine & Liquor Co.)	750ml Country Girl Margarita	12 Bottles
	750ml Country Girl Sweet Peach Tea	12 Bottles
	750ml Naughty Cow Liqueur	12 Bottles
	750ml Toschi Nocello Liqueur	12 Bottles
	Illyrian Import, Inc. (NWS Michigan, Inc.)	750ml Caffo Solara (IT)
Phillips Products Company, LLC (General Wine & Liquor Co.)	750ml Sambuca Secolare (IT)	12 Bottles
	750ml Ice Hole Root Beer Schnapps	12 Bottles
	750ml Phillips Gin-Ka Gin	12 Bottles
	1750ml Revel Stoke Spiced Whiskey	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml UV Pink Lemonade PL Cocktail	6 Bottles
	750ml Three Olives Smores Vodka	12 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	1750ml Three Olives Smores Vodka	6 Bottles
	750ml Arrow Amaretto-30	12 Bottles
	1000ml Arrow Amaretto-30	12 Bottles
	750ml Arrow Blue Curacao-30	12 Bottles
	1000ml Arrow Blue Curacao-30	12 Bottles
	750ml Arrow Crème De Almond-30	12 Bottles
	1000ml Arrow Crème De Almond-30	12 Bottles
	750ml Arrow Crème De Banana-30	12 Bottles
	1000ml Arrow Crème De Banana-30	12 Bottles
	750ml Arrow Crème De Cacao Dark-30	12 Bottles
	1000ml Arrow Crème De Cacao Dark-30	12 Bottles
	750ml Arrow Crème De Cacao White-30	12 Bottles
1000ml Arrow Crème De Cacao White-30	12 Bottles	

	750ml Arrow Crème De Cassis-30	12 Bottles
	750ml Arrow Crème De Menthe Green-30	12 Bottles
	1000ml Crème De Menthe Green-30	12 Bottles
	750ml Crème De Menthe White-30	12 Bottles
	1000ml Crème De Menthe White-30	12 Bottles
	750ml Crème De Strawberry-30	12 Bottles
	1000ml Crème De Strawberry-30	12 Bottles
	750ml Arrow Peach Schnapps-30	12 Bottles
	1000ml Arrow Peach Schnapps-30	12 Bottles
	750ml Arrow Raspberry Schnapp-30	12 Bottles
	750ml Arrow Sloe Gin-30	12 Bottles
	1000ml Arrow Sloe Gin-30	12 Bottles
	375ml Pearl Peach Vodka PL	24 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	1000ml Cynar Liqueur	12 Bottles

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

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Phillips Products Company, LLC (General Wine & Liquor Co.)	750ml Phillips Sno Shoe Grog	12 Bottles

**C.** That the following requests for promotional or special packaging be approved for listing, effective July 1, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Canadian Club PL w/50ml Dock 57	12 Bottles
Constellation Brands, Inc. (General Wine & Liquor Co.)	750ml Red Stag Spiced w/Music Dnld	12 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	1750ml Black Velvet w/50ml Toast Carm	6 Bottles
William Grant & Sons, Inc. (General Wine & Liquor Co.)	750ml E&J VSOP w/50ml New Am Peach	12 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	750ml E&J VSOP w/50ml New Am Berry	12 Bottles
Pernod Ricard, USA, LLC (General Wine & Liquor Co.)	750ml New Amsdm w/50ml Peach Vodka	12 Bottles
	750ml Glenfiddich-12 yr w/Gls & Note Pd	6 Bottles
	750ml Toschni Nocello w/cup & saucer	6 Bottles
	1750ml Absolut-80 w/Lorina Lemonade	3 Bottles

Wilson Daniels, Ltd.	750ml Casa Noble Crystal w/2 Gl's	6 Bottles
(General Wine & Liquor Co.)	750ml Casa Noble Reposado w/2 Gl's	6 Bottles
	750ml Crystal Head w/50ml Cryst Head	6 Bottles

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

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Kobrand Corporation (General Wine & Liquor Co.)	375ml Alize Coco Liqueur	24 Bottles

**Moved by Commissioner Quimby, supported by Chairman Deloney, that the above actions be taken in accordance with the E-Quote reports dated June 7, 2012, motion carried by unanimous vote.**

III. Mr. Robinson presented a brief summary of the April 2012 Financial Statement. He advised the report reflects the results of operations for the period of October 1, 2011 through April 30, 2012 and is compared with the same period from the previous fiscal year. Mr. Robinson advised Distilled Spirit case sales have increased 157,615 cases or 3.9% during the first seven months, and in addition, the average price per case sold has increased 1.7%. He advised that Total Gross Sales have increased approximately \$31.5 million or 5.7%, and that Net Income from the sale of spirits is higher this year by almost \$6.7 million or 7.3%. Mr. Robinson advised our current year to date total expenses and transfers in the Liquor Purchase Revolving Fund are about \$1.2 million higher than last year. Mr. Robinson stated that beer taxes were up approximately \$380,000 and that wine taxes are up approximately \$300,000, for the first seven months of this year.

Chairman Deloney advised the numbers are continuing to go up and hopes this trend continues. He stated that the Department should be pleased with the revenue generated for the State.

**Moved by Commissioner Quimby, supported by Chairman Deloney, that the April 2012 Financial Statement be accepted, motion carried by unanimous vote.**

IV. Mr. Robinson presented a request from Shaw-Ross International Importers, LLC, for an authorized distribution agent (ADA) change for forty (40) products to move from General Wine and Liquor Company, Inc., to NWS Michigan, Inc. with the

change being effective October 1, 2012. He advised this change of ADAs would consolidate the delivery responsibility along with broker representation for all the products of Shaw-Ross International Importers, LLC to NWS Michigan, Inc.

**Moved by Commissioner Quimby, supported by Chairman Deloney, that the request from Shaw-Ross International Importers, LLC for an ADA change to move forty (40) products, from General Wine & Liquor Co., to NWS Michigan, Inc., be approved effective October 1, 2012, motion carried by unanimous vote.**

**V. Old Business**

There was no Old Business.

**VI. New Business**

There was no New Business.

**VII. Public Comments**

Chairman Deloney advised that one of our valued employees has reached a career milestone and congratulated Director Andy Neumann for his ten (10) years of service with the State of Michigan. Mr. Neumann thanked the Chairman for his kind words.

**With no further business, moved by Commissioner Quimby, supported by Chairman Deloney, that the business meeting be adjourned at 11:16 a.m., motion carried by unanimous vote.**

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Anita Fawcett  
Executive Services

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Andrew J. Deloney  
Chairman