



ADMINISTRATIVE  
MEETING OF THE  
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, July 24, 2012  
Lansing District Office

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

Staff: Steve Robinson, Director of Finance Division  
Tom Hagan, Director of Enforcement Division  
Julie Wendt, Director of Executive Services Division  
Sharon Martin, Director of Licensing Division  
Andy Neumann, Director of Administrative Services Division  
Pamela Hamilton, Deputy Director of Finance Division  
Anita Fawcett, Executive Services Division

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The meeting was called to order by Chairman Deloney at 11:07 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of July 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 September 2, 2012:

| <u>COMPANY/ADA</u>  | <u>PRODUCT</u>                        | <u>PACK SIZE</u> |
|---|---------------------------------------|------------------|
| A. Hardy/U.S.A. Ltd.<br>(General Wine & Liquor Co.)       | 375ml Pere Magloire Fine Brandy       | 12 Bottles       |
| Jim Beam Brands Co.<br>(NWS Michigan, Inc.)               | 50ml Canadian Club Trial PL 3 Pk      | 90 Bottles       |
| William Grant & Sons, Inc.<br>(General Wine & Liquor Co.) | 750ml Balvenie – 30 yr Scotch         | 3 Bottles        |
|   | 750ml Glenfiddich Malt Master's Edtn  | 3 Bottles        |
| Intersect Beverage, LLC<br>(General Wine & Liquor Co.)    | 1000ml Azunia Anejo Tequila           | 6 Bottles        |
|   | 1000ml Azunia Platinum Blanco Tequila | 6 Bottles        |

|   |                                       |            |
|---|---------------------------------------|------------|
|   | 1000ml Azunia Reposado Tequila        | 6 Bottles  |
| Itsko Imports Inc.<br>(General Wine & Liquor Co.)           | 750ml Pumpkin Face Reserve Rum        | 6 Bottles  |
|   | 750ml Pumpkin Face – 23 yr Rum        | 6 Bottles  |
| Kai Vodka LLC<br>(NWS Michigan, Inc.)                       | 750ml Kai Vodka                       | 6 Bottles  |
|   | 750ml Kai Coconut Pandan Vodka        | 6 Bottles  |
|   | 750ml Kai Lemongrass Vodka            | 6 Bottles  |
|   | 750ml Kai Lychee Vodka                | 6 Bottles  |
| MHW, Ltd.<br>(NWS Michigan, Inc.)                           | 375ml Pisco Porton Brandy             | 12 Bottles |
| Palm Bay International, Inc.<br>(General Wine & Liquor Co.) | 750ml Bastille 1789 Whiskey           | 6 Bottles  |
|   | 1000ml Voli Light Mango Coconut Vodka | 6 Bottles  |
| Pernod Ricard USA, LLC<br>(NWS Michigan, Inc.)              | 750ml Plymouth Navy Strength Gin      | 6 Bottles  |
| Proximo Spirits, Inc.<br>(General Wine & Liquor Co.)        | 750ml Maestro Dobel Diamond Tequila   | 6 Bottles  |
| Luxco, Inc.<br>(General Wine & Liquor Co.)                  | 1000ml Pearl Peach Vodka              | 6 Bottles  |

That the request of Grand Traverse Distillery, L.L.C., holder of 2012 Small Distiller license, for the addition of one product to the New Items with Case Size Exceptions list of 375ml Grand Traverse Ole George Whiskey, packed 12 bottles to the case, be approved for listing, effective September 2, 2012; further prior to any sale and distribution of this product 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 this product.

**B.** That the following requests for addition of product to the approved products list be approved for listing, effective September 2, 2012:

| <u>COMPANY/ADA</u>  | <u>PRODUCT</u>                       | <u>PACK SIZE</u> |
|---|--------------------------------------|------------------|
| A. Hardy/U.S.A. Ltd.<br>(General Wine & Liquor Co.)       | 750ml Pere Magloire Fine Brandy      | 12 Bottles       |
|   | 750ml Pere Magloire VSOP Brandy      | 12 Bottles       |
|   | 1750ml Rum Chata Cream               | 6 Bottles        |
| Brown-Forman Corporation<br>(General Wine & Liquor Co.)   | 750ml Early Times 354 Bourbon        | 12 Bottles       |
| William Grant & Sons, Inc.<br>(General Wine & Liquor Co.) | 750ml Stoli Chocolat Kokonut Vodka   | 12 Bottles       |
|   | 1000ml Stoli Chocolat Kokonut Vodka  | 12 Bottles       |
|   | 50ml Stoli Chocolat Kokonut PL Vodka | 120 Bottles      |
| M.S. Walker, Inc.<br>(NWS Michigan, Inc.)                 | 750ml Grand MacNish 150 Anniversary  | 12 Bottles       |
|   | 750ml Old New Eng Pumpkin Egg Nog    | 12 Bottles       |
|   | 750ml Old New Eng Choc Egg Nog       | 12 Bottles       |
|   | 750ml Old New England Egg Nog        | 12 Bottles       |

|   |                                     |             |
|---|-------------------------------------|-------------|
| Illyrian Import, Inc.<br>(NWS Michigan, Inc.)                 | 750ml El Rey Blanco Tequila         | 12 Bottles  |
|   | 750ml El Rey Reposado Tequila       | 12 Bottles  |
|   | 750ml MacCay & Scott – 3 yr Scotch  | 12 Bottles  |
| Ole Smoky Distillery, LLC<br>(NWS Michigan, Inc.)             | 750ml Ole Smoky Moonshine Peach     | 12 Bottles  |
|   |                                     |             |
| Palm Bay International, Inc.<br>(General Wine & Liquor Co.)   | 50ml Voli Light Mango Coconut Vodka | 120 Bottles |
|   |                                     |             |
| Pernod Ricard USA, LLC<br>(NWS Michigan, Inc.)                | 375ml H Walker Prmnt Schnapps-90 PL | 24 Bottles  |
|   | 375ml Seagram’s Peach Twisted Gin   | 24 Bottles  |
|   | 750ml Seagram’s Peach Twisted Gin   | 12 Bottles  |
|   | 50ml Seagram’s Peach Twisted Gin    | 120 Bottles |
|   |                                     |             |
| Phillips Products Company, LLC<br>(General Wine & Liquor Co.) | 1750ml Cabrito Blanco Tequila       | 6 Bottles   |
|   | 375ml Cabrito Reposado Tequila      | 24 Bottles  |
|   | 1750ml Cabrito Reposado Tequila     | 6 Bottles   |
|   | 750ml UV Chocolate Cake PL Vodka    | 12 Bottles  |
|   | 750ml UV Whipped PL Vodka           | 12 Bottles  |
| W. J. Deutsch & Sons, Ltd.<br>(NWS Michigan, Inc.)            | 750ml Adult Strawberry Milk         | 12 Bottles  |
|   |                                     |             |

That the request of Journeyman Distillery, LLC holder of 2012 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective September 2, 2012; further prior to any sale and distribution of these products 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 these products:

| <u>PRODUCT</u>                            | <u>PACK SIZE</u> |
|---|------------------|
| 375ml Journeyman Buggy Whip Wheat         | 24 Bottles       |
| 375ml Journeyman Featherbone Bourbon      | 24 Bottles       |
| 750ml Journeyman Humdinger Jalapeno Vodka | 12 Bottles       |
| 375ml Journeyman Michigan Whiskey         | 24 Bottles       |
| 750ml Journeyman Michigan Whiskey         | 12 Bottles       |
| 375ml Journeyman Silver Cross Whiskey     | 24 Bottles       |
| 750ml Journeyman Snaggle Tooth            | 12 Bottles       |

C. That the following requests for promotional or special packaging be approved for listing, effective September 2, 2012:

| <u>COMPANY/ADA</u>  | <u>PRODUCT</u>                       | <u>PACK SIZE</u> |
|---|--------------------------------------|------------------|
| William Grant & Sons, Inc.<br>(General Wine & Liquor Co.) | 750ml Stoli 80 w/50ml Salted Karamel | 12 Bottles       |
|   | 750ml Stoli 80 w/50ml Stoli Hot      | 12 Bottles       |

750ml Stoli 80 w/50ml Stoli Sticki 12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective September 2, 2012:

| <u>COMPANY</u>  | <u>PRODUCT</u>                        | <u>PACK SIZE</u> |
|---|---------------------------------------|------------------|
| Brown-Forman Corporation<br>(General Wine & Liquor Co.)           | 1000ml Finlandia Wild Berries Fusion  | 12 Bottles       |
|   | 750ml Gentleman Jack w/Case           | 12 Bottles       |
|   | 1750ml Gentleman Jack w/Case          | 6 Bottles        |
|   | 750ml Gentleman Jack w/Shaker         | 6 Bottles        |
|   | 750ml J Daniels Old 7 Blk w/B-Day Cap | 12 Bottles       |
|   | 50ml Southern Comf Vrtly Fish Bwl PL  | 120 Bottles      |
|   | 750ml Southern Comf 100 w/Flask       | 6 Bottles        |
| McCormick Distilling Company, Inc.<br>(General Wine & Liquor Co.) | 50ml 360 Double Choc Countr Unit PL   | 60 Bottles       |
|   | 50ml Tequila Rose Country Fishbwl PL  | 60 Bottles       |
| Palm Bay International, Inc.<br>(NWS Michigan, Inc.)              | 750ml Bastille 1789 Whiskey           | 6 Bottles        |
|   | 750ml Maestro Dobel Diamond Tequila   | 3 Bottles        |
| Proximo Spirits, Inc.<br>(General Wine & Liquor Co.)              | 750ml Old Rip Fam Sel - 23 yr Dec/Gls | 3 Bottles        |
| Sazerac Company, Inc.<br>(NWS Michigan, Inc.)                     | 1750ml Pearl w/50ml Pearl Caramel     | 6 Bottles        |
| Luxco, Inc.<br>(General Wine & Liquor Co.)                        | 750ml Pearl w/50ml Pearl Coconut      | 12 Bottles       |
|   | 750ml Irish Mist w/2 Glasses          | 6 Bottles        |
| Skyy Spirits, LLC<br>(General Wine & Liquor Co.)                  | 750ml Wild Turkey 81 w/Rocks Gls      | 6 Bottles        |

**Moved by Chairman Deloney, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated July 23, 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 ten different licensees requesting price reductions; that 130 price reductions should be approved; and that 48 price reductions should be denied for the reasons stated in the attached reports.

**Moved by Chairman Deloney, supported by Commissioner Quimby, that the 130 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 48 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.** Ms. Hamilton presented a summary of the May 2012 financial statement. She stated the report shows the results of our operation for the period of October 1, 2011 through May 31, 2012, and is compared with the same period from the previous year. Ms. Hamilton reported that the Distilled Spirit case sales were 4,880,317, up by 7.0%; and that the average price per case sold went from \$137.25 to \$139.60, an increase of 1.7%. She advised Total Gross Sales were \$681,284,119 which is 8.9% higher than last year; and that Net Income from liquor sales is also higher this year by \$11,150,459 or 10.7%. Ms. Hamilton advised this is due in part to the 8.9% increase in Gross Sales and the \$1.6 million reduction of the MLCC's Fire Protection Grant payment.

**Moved by Chairman Deloney, supported by Commissioner Quimby, that the financial report for May 2012, be accepted, motion carried by unanimous vote.**

- V.** Old Business

There was no Old Business.

- VI.** New Business

There was no New Business.

- VII.** 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 11:16 a.m., motion carried by unanimous vote.**

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Andrew J. Deloney  
Chairman

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Anita Fawcett  
Executive Services