



BUSINESS MEETING OF THE  
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, December 1, 2015  
Lansing District Office  
525 W Allegan  
Lansing MI 48909

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

Absent: Dennis Olshove, Commissioner

Staff: Kerry Krone, Business Manager  
Steve Robinson, Director of Finance Division  
Pam 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 11:20 a.m., noting a quorum was present.

- I. Moved by Commissioner Quimby, supported by Chairman Deloney, that the minutes of the Commission meeting of November 10, 2015, be approved as written and presented, motion carried by unanimous vote.**

**Moved by Commissioner Quimby, supported by Chairman Deloney, that the minutes of the Closed Session meeting of November 17, 2015, be approved as written and presented, motion carried by unanimous vote.**

- II.** 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 thirty seven (37) different licensees requesting price reductions; that 435 product price reductions could be approved; and that 2 product price reductions should be denied.

**Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 435 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 Olshove, supported by Commissioner Quimby, that the 2 special price reductions be denied for the reason stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.**

- III. Mr. Robinson advised the Commission of four (4) requests for distilled spirit products distribution changes, per Administrative Order 2015-04, dated April 7, 2015. He advised that all of the requests will move products from General Wine and Spirits to NWS Michigan, LLC. The requests involve a total of six (6) products and four (4) vendors. Chairman Deloney acknowledged the changes.
- IV. Chairman Deloney advised a request for declaratory ruling was received on November 2, 2015 from Liquor Limo® (petitioner), through Attorney Marc Sorini of McDermott Will & Emery, and that the Commission under administrative rule R 436.1973(1), has 30 days to notify the petitioner whether a declaratory ruling will be issued. The petitioner is requesting a ruling regarding a third party smartphone app and website for purchasing and delivery of alcoholic beverages through a licensed retail business. Chairman Deloney advised a brief has been received on November 25, 2015 from Attorney Anthony Kogut on behalf of the Michigan Beer & Wine Wholesalers Association, opposing the declaratory ruling.

Commissioner Quimby advised California and New York have issued advisory statements regarding this third party service, and have also approved the service. She stated this type of business is being talked about across the country and the Commission would be remiss if some guidance is not issued on this subject. Commissioner Quimby thanks the MB&WWA for their letter, but would like to have the Commission accept the declaratory ruling request. She feels more people would like to comment on this subject and with more information, could make a more informed decision. **Moved by Commissioner Quimby that the request for a declaratory ruling be accepted.**

Chairman Deloney agreed with Commissioner Quimby that this type of business is here and it is not going away. He stated as technology continues to grow and consumers demand for this type of service, the business is not going away. Chairman Deloney stated more entrepreneurs are going to grow these services as technology becomes more prevalent. He stated did not feel the Commission should offer guidance, but that the Legislature should take action on it. **Chairman Deloney supported the motion made by Commissioner Quimby, and a roll call vote was called:**

**Chairman Deloney  
Commissioner Quimby**

**Nay  
Aye**

**Chairman Deloney ruled as there was not a majority vote to accept the declaratory ruling request, the request is denied.**

**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 Quimby, supported by Chairman Deloney, that the business meeting be adjourned at 11:37 a.m., motion carried by unanimous vote.**

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Andrew J. Deloney  
Chairman

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Anita Fawcett  
Executive Services



BUSINESS MEETING OF THE  
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, December 15, 2015  
Lansing District Office  
525 W Allegan  
Lansing MI 48909

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

Absent: Dennis Olshove, Commissioner

Staff: Steve Robinson, Director of Finance Division  
Pam Hamilton, Deputy Director of Finance Division

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The meeting was called to order by Chairman Deloney at 9:42 a.m., noting a quorum was present.

- I. **Moved by Commissioner Quimby, supported by Chairman Deloney, that the minutes of the Commission meeting of December 1, 2015, be approved as written and presented, motion carried by unanimous vote.**

**Moved by Commissioner Quimby, supported by Chairman Deloney, that the minutes of the Closed Session meeting of December 9, 2015, 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 meets other exceptions as indicated and be approved for listing in the approved products list effective January 3, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bomberger's Distillery (NWS Michigan, LLC)	750ml Stoll & Wolfe American Blend	6 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	375ml J Daniels Old Blk/Fire PL 2 Pk	12 Bottles
	375ml J Daniels Old Blk/Honey PL 2 Pk	12 Bottles
	750ml Old Forester Single Barrel-90	6 Bottles
	50ml Southern Comfort Blk Cherry PL	60 Bottles

Buzzballz, LLC (General Wine & Liquor Co.)	200ml Buzzballz Choc Tease PL 3 Pk	24 Bottles
	200ml Buzzballz Ginger Mule PL 3 Pk	24 Bottles
	200ml Buzzballz Ginger Mule PL-30	24 Bottles
	200ml Buzzballz Lotta Colada PL 3 Pk	24 Bottles
	200ml Buzzballz Peachballz PL 3 Pk	24 Bottles
	200ml Buzzballz Strwbrry Rum PL 3 Pk	24 Bottles
	200ml Buzzballz Tequila 'Rita PL-30	24 Bottles
	200ml Buzzballz Tequila 'Rita PL 3 Pk	24 Bottles
Churchill Vineyards, LLC (NWS Michigan, LLC)	750ml Frey Ranch Gin	6 Bottles
Classic Wine Imports, Inc. (NWS Michigan, LLC)	750ml Frey Ranch Vodka	6 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	750ml Bunnahabhain – 8 Yr. Scotch	12 Bottles
Laird and Company (NWS Michigan, LLC)	50ml E & J Apple PL Brandy	60 Bottles
	750ml Le Reviser V.S. Cognac	6 Bottles
	750ml Le Reviser V.S.O.P. Cognac	6 Bottles
	750ml Moletto Distillato D'Uva	6 Bottles
	750ml Moletto Grappa Di Arneis	6 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	375ml Rum Chata 25ml-15 Pk PL	12 Bottles
M.S. Walker, Inc. (General Wine & Liquor Co.)	750ml Glory Irish Poitin	6 Bottles
McCormick Distilling Company, Inc. (General Wine & Liquor Co.)	750ml Hussong's Mr Tequila Anejo	6 Bottles
Park Street Imports LLC (NWS Michigan, LLC)	750ml Few Breakfast Gin	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, LLC)	750ml Glenlivet-50 Yr. Winchester 64	1 Bottle
Prestige Imports, LLC (General Wine & Liquor Co.)	750ml Gorgeous Cranberry Tea	6 Bottles
	750ml Penthouse Canadian Whisky	6 Bottles
	750ml Penthouse Vodka	6 Bottles
	750ml Penthouse Whiskey Tequila	6 Bottles
	750ml Rod & Rifle Bourbon	6 Bottles
Russian Standard Vodka (USA), Inc. (NWS Michigan, LLC)	1000ml Green Mark Vodka	6 Bottles
St. George Spirits Inc. (NWS Michigan, LLC)	200ml St George Gin 3 Pk	24 Bottles
Sazerac Company, Inc. (NWS Michigan, LLC)	750ml Ancnoc 12 Yr. Scotch	6 Bottles
	750ml Old Pulteney 12 Yr. Scotch	6 Bottles
Two James Spirits LLC (General Wine & Liquor Co.)	750ml Two James Catcher's Rye	6 Bottles

Anchor Distilling Company (NWS Michigan, LLC)	750ml Barsol Pisco Primero Quebranta	6 Bottles
	750ml Barsol Pisco Selecto Italia	6 Bottles
	750ml H by Hine VSOP Cognac	6 Bottles
	750ml Hine Triomphe Cognac	4 Bottles
	750ml Tempus Fugit Gran Classico Bit	6 Bottles

That the request of Long Road Distillers, LLC, holder of 2015 Small Distiller license, for the addition of the following product to the case size exceptions product list, be approved for listing, effective January 3, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Long Road Distillers, 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 Long Road Lemon Vodka	6 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 January 31, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Castle Brands (USA) Corp. (NWS Michigan, LLC)	750ml Celtic Honey	6 Bottles
Heaven Hill Distilleries (General Wine & Liquor Co.)	375ml Deep Eddy Peach Vodka	12 Bottles
	50ml Deep Eddy Peach PL	72 Bottles
M.S. Walker, Inc. (General Wine & Liquor Co.)	750ml The Pogues Whiskey	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, LLC)	375ml Martell Cordon Bleu Cognac	12 Bottles
	750ml Martell Creation Grand Extra	3 Bottles

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

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
American Vintage Beverage Inc. (NWS Michigan, LLC)	1750ml TGI Fridays Orange Dream PL	6 Bottles

E. & J. Gallo Winery (General Wine & Liquor Co.)	375ml E & J Apple Brandy	24 Bottles
	750ml E & J Apple Brandy	12 Bottles
Heaven Hill Distilleries (General Wine & Liquor Co.)	50ml Christian Bros Combo PL 2 Pk	120 Bottles
HIWWS, Inc. (General Wine & Liquor Co.)	750ml Sea Peach Vodka	12 Bottles
	1000ml Sea Peach Vodka	12 Bottles
	375ml Sea Platinum Vodka	24 Bottles
	375ml Sea Red Berry Vodka	24 Bottles
	750ml Sea Red Berry Vodka	12 Bottles
	1000ml Sea Red Berry Vodka	12 Bottles
Kozi's Imports, Inc. (General Wine & Liquor Co.)	1750ml Kozi Vodka	6 Bottles
Laird and Company (NWS Michigan, LLC)	750ml Da Vinci Amaretto	12 Bottles
	750ml Four Queens 101	12 Bottles
	750ml Lazzaroni Infinito	12 Bottles
	750ml Peachka Vodka	12 Bottles
M.S. Walker, Inc. (General Wine & Liquor Co.)	750ml Maurice's Mentholated Mint	12 Bottles
Park Street Imports LLC (General Wine & Liquor Co.)	750ml Blue Nectar Anejo Tequila	12 Bottles
Star Industries, Inc. (General Wine & Liquor Co.)	750ml Wild Flame Cinnamon	12 Bottles
	50ml Wild Flame Cinnamon PL	120 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	50ml Smirnoff Sourced Cranbrry Apple	120 Bottles
	1000ml Smirnoff Sourced Cranbrry Appl	12 Bottles
	50ml Smirnoff Sourced Pineapple	120 Bottles
	1000ml Smirnoff Sourced Pineapple	12 Bottles
	50ml Smirnoff Sourced Ruby Red	120 Bottles
	1000ml Smirnoff Sourced Ruby Red	12 Bottles

That the request of Detroit City Distillery, LLC, holder of 2015 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective January 3, 2016; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Detroit City 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 Bootleg Edition Bbn Whiskey	24 Bottles
375ml Detroit City Homegrown Rye	24 Bottles

That the request of TCWC, LLC, holder of 2015 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective January 3, 2016; further prior to any sale and distribution of these products through the Commission's spirit distribution system, TCWC, 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 Tr City Wsky Co Brri Prf Still	12 Bottles
750ml Tr City Wsky Co Cherry Still	12 Bottles
750ml Tr City Wsky Co Port Fin Still	12 Bottles
750ml Tr City Wsky Co St Bbn Still	12 Bottles

**B.** That the following requests for addition of product to the approved products list be approved for listing, effective January 31, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Beverage Solution Technologies, LLC (NWS Michigan, LLC)	750ml Hamptons Banana Vodka	12 Bottles
Classic Wine Imports, Inc. (NWS Michigan, LLC)	750ml Hamptons CherryVanilla	12 Bottles
	750ml Hamptons Chocoraspberry	12 Bottles
Heaven Hill Distilleries (General Wine & Liquor Co.)	750ml Speymalt from MacAllan 1998	12 Bottles
	1750ml Deep Eddy Peach Vodka	6 Bottles
HIWWS, Inc. (General Wine & Liquor Co.)	375ml Sea Dark Berry Vodka	24 Bottles
	750ml Sea Dark Berry Vodka	12 Bottles

**C.** That the following requests for promotional or special packaging be approved for listing, effective January 3, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Heaven Hill Distilleries (General Wine & Liquor Co.)	1750ml Burnett's Vodka w/50ml Cinera PL	6 Bottles
New Holland Brewing Company LLC (NWS Michigan, LLC)	750ml New Holland Beer Barrel w/GI	12 Bottles
Shaw-Ross International Importers, LLC (NWS Michigan, LLC)	750ml Cardenal Mendoza w/Flask	6 Bottles

**C.** That the following requests for promotional or special packaging be approved for listing, effective January 31, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Brown-Forman Corporation (General Wine & Liquor Co.)	750ml Canadian Mist w/50ml EJ Slvr PL	12 Bottles

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

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Brown-Forman Corporation (General Wine & Liquor Co.)	50ml Southern Comfort Blk Cherry PL	60 Bottles
New Holland Brewing Company LLC (NWS Michigan, LLC)	750ml New Holland Freshwater Huron Rum	12 Bottles
Sazerac Company, Inc. (NWS Michigan, LLC)	750ml Ancnoc 12 Yr. Scotch	12 Bottles
	750ml Old Pulteney 12 Yr. Scotch	12 Bottles

**D.** That the following requests for deletion of product from the approved products list be approved for delisting, effective January 31, 2016:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Beverage Solution Technologies, LLC (NWS Michigan, LLC)	750ml Hamptons Banana Vodka	6 Bottles
	750ml Hamptons CherryVanilla	6 Bottles
	750ml Hamptons Chocoraspberry	6 Bottles
Castle Brands (USA) Corp. (NWS Michigan, LLC)	750ml Celtic Honey	12 Bottles
Ole Smoky Distillery, LLC (NWS Michigan, LLC)	1000ml Ole Smoky Moonshine Apple Pie	6 Bottles
	750ml Ole Smoky Moonshine Apple w/GI	6 Bottles
	750ml Ole Smoky Moonshine Lemon Drop	6 Bottles
	750ml Ole Smoky Moonshine Strwbrry	6 Bottles
	750ml Ole Smoky Moonshine Watermelon	6 Bottles

**Moved by Commissioner Quimby, supported by Chairman Deloney, that the above actions be taken in accordance with the E-Quote reports dated December 11, 2015, 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 forty five (45) different licensees requesting price reductions; that 1231 product price reductions could be approved; and that there were three (3) product price reductions to be denied.

**Moved by Commissioner Quimby, supported by Chairman Deloney, that the 1231 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 Chairman Deloney, that the 3 special price reductions be denied for the reason stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.**

- IV. Mr. Robinson requested approval of an administrative order for the Spirit Product Delisting Procedures. He advised this order would give greater detail for delisting policies by indicating the standard case sizes, criteria for each category, etc. Mr. Robinson stated this order would also rescind prior bulletins and make the process more coherent and understandable.

**Moved by Chairman Deloney, supported by Commissioner Quimby, that Administrative Order No. 2015-06, Spirit Product Delisting Procedures, be approved as written and presented, motion carried by unanimous vote.**

- V. Chairman Deloney advised staff has presented an administrative order regarding the Liquor Acceptance Signature Sheets Procedures. He stated the Commission is not required to maintain these sheets and it will be one less issue to deal with.

**Moved by Chairman Deloney, supported by Commissioner Quimby, that Administrative Order No. 2015-05, Liquor Acceptance Signature Sheets Procedures, be approved as written and presented, motion carried by unanimous vote.**

- VI. Ms. Hamilton requested approval of an administrative order for the Dishonored Payment/Service Charge Procedures. She advised this order would increase the

service charge for dishonored payments to \$40.00, helping to defray the costs of handling the dishonored payments. Commissioner Quimby felt the increase was long overdue and these dishonored payments are a burden to the Commission.

**Moved by Chairman Deloney, supported by Commissioner Quimby, that Administrative Order No. 2015-07, Dishonored Payment/Service Charge Procedures, be approved as written and presented, motion carried by unanimous vote.**

**VII.** Old Business.

There was no Old Business.

**VIII.** New Business.

There was no New Business.

**IX.** Public Comments.

There were no Public Comments.

**With no further business, moved by Commissioner Quimby, supported by Chairman Deloney, that the business meeting be adjourned at 9:55 a.m., motion carried by unanimous vote.**

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Andrew J. Deloney  
Chairman