



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, October 14, 2014
Lansing District Office
525 W Allegan
Lansing MI 48909

Present: Andrew J. Deloney, Chairman
Dennis Olshove, Commissioner

Absent: Teri L. Quimby, Commissioner

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

The meeting was called to order by Chairman Deloney at 9:33 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Chairman Deloney, that the minutes of the Commission meeting of September 30, 2014, 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 November 2, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	50ml Bacardi Variety 5 Pk PL	60 Bottles
Beverage Solution Technologies, LLC (NWS Michigan, Inc.)	750ml Hamptons Banana Vodka 750ml Hamptons CherryVanilla Vodka 750ml Hamptons Chocoraspberry Vodka 750ml Hamptons Gin 750ml Hamptons Vodka	6 Bottles 6 Bottles 6 Bottles 6 Bottles 6 Bottles
LeVecke Corporation (General Wine & Liquor Co.)	750ml Sammy's Beach Bar Rum 750ml Uncle Bob's Root Beer Whiskey	6 Bottles 6 Bottles

MHW, Ltd. (NWS Michigan, Inc.)	750ml Clyde May's Conecuh Ridge-110	6 Bottles
	375ml Great King St Combo 2 Pk	12 Bottles
	375ml Great King St Glasgow Whiskey	12 Bottles
	750ml Great King St Glasgow Whiskey	6 Bottles
	750ml The Lost Blend Whiskey	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	375ml Maestro Dobel Reposado	12 Bottles
	200ml Maestro Dobel Silver	12 Bottles
	375ml Maestro Dobel Silver	12 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	375ml Patron XO Café Incendio	12 Bottles
Sazerac Company, Inc. (General Wine & Liquor Co.)	750ml Tap Rye 8 Yr Sherry Finished	6 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	200ml Firefly Apple Pie Moonshine	24 Bottles
Shaw-Ross International Importers, LLC (NWS Michigan, Inc.)	750ml Glengoyne 35 Yr. Scotch	1 Bottle
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Benrinnes 21 Yr. Scotch	6 Bottles
	750ml Caol Ila 15 Yr. Scotch	6 Bottles
	750ml Caol Ila 30 Yr. Scotch	6 Bottles
	750ml Cragganmore 25 Yr. Scotch	6 Bottles
	750ml Haig Club Scotch	6 Bottles
	750ml Mortlach 18 Yr. Scotch	3 Bottles
	750ml Mortlach 25 Yr. Scotch	3 Bottles
	750ml Port Ellen 35 Yr. Scotch	6 Bottles
	750ml Strathmill 25 Yr. Scotch	6 Bottles

That the request of New Holland Brewing Company, L.L.C. holder of 2014 Small Distiller license, for addition of the following product to the approved product list with case size exceptions, be approved for listing, effective November 2, 2014; further prior to any sale and distribution of the product through the Commission's spirit distribution system, New Holland Brewing Company, L.L.C., 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>
375ml New Holland Barrel Bierschnaps Schnapps	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 November 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Black Rock Spirits, LLC (NWS Michigan, Inc.)	750ml Hot Donkey Cinnamon	6 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	50ml Patron XO Café 3 Pk	60 Bottles
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	750ml John B. Stetson Bourbon	12 Bottles
Anchor Distilling Company (NWS Michigan, Inc.)	750ml English Harbour Reserve 10 Yr.	6 Bottles
	750ml English Harbour Rum - 1981	6 Bottles
	750ml Penny Blue XO Mauritian Rum	6 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective November 2, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Pinnacle Vanilla Vodka	12 Bottles
Beverage Solution Technologies, LLC (NWS Michigan, Inc.)	750ml Paradigm Vodka	12 Bottles
Caribbean Distillers LLC (General Wine & Liquor Co.)	750ml Club Caribe Silver PL Rum	12 Bottles
LeVecke Corporation (General Wine & Liquor Co.)	1000ml La Tradicion Horchata	12 Bottles
MHW Ltd. (NWS Michigan, Inc.)	750ml Nuvo Sparkling Liqueur	12 Bottles
New Holland Brewing Company, L.L.C. (General Wine & Liquor Co.)	750ml New Holland Cask & Smoke	12 Bottles
Oregon Brewing Company (NWS Michigan, Inc.)	750ml Rogue Oregon Rye Whiskey	12 Bottles
	750ml Rogue Voodoo Bacon Maple	12 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	50ml Three Olives Vodka PL	120 Bottles
	750ml Tincup Whiskey	12 Bottles
Salacious Spirits L.L.C. (NWS Michigan, Inc.)	750ml Ghost Vodka Black	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Piehole Apple Pie	12 Bottles
	50ml Piehole Apple Pie PL	120 Bottles
	750ml Piehole Cherry Pie	12 Bottles

50ml Piehole Cherry Pie PL	120 Bottles
750ml Piehole Pecan Pie	12 Bottles
50ml Piehole Pecan Pie PL	120 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective November 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Redemption Spirits, LLC (General Wine & Liquor Co.)	750ml Candy's Signature Honey Bee	12 Bottles
Anchor Distilling Company (NWS Michigan, Inc.)	750ml English Harbour 5 Yr. Rum	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective November 2, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Jim Beam w/50ml JB Kentky Fire	12 Bottles
	750ml Jim Beam w/50ml JB Kentky Fire	12 Bottles
	750ml Pinnacle w/Bloody Mary Mix	6 Bottles
	750ml Pinnacle w/50ml Pinn Caramel App	12 Bottles
MWH, Ltd. (General Wine & Liquor Co.)	750ml Double Cross Vodka w/2 Gls	6 Bottles
	MWH, Ltd. (NWS Michigan, Co.)	750ml Chopin Potato Vodka w/2 Sht Gls
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Ciroc Amaretto w/3-50mls	6 Bottles
	750ml Ciroc Variety w/50ml Red Berry	12 Bottles
	750ml Seagram's 7 Variety w/2-50 mls	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective November 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Moet Hennessy USA, Inc. (NWS Michigan, Inc.)	750ml Grand Marnier Rasp-Pch w/2-50 mls	12 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	375ml Seagram's Extra w/50ml Red Berry	12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective November 2, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
LeVecke Corporation (General Wine & Liquor Co.)	750ml Sammy's Beach Bar Rum	12 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	750ml Tincup Whiskey	6 Bottles
Sazerac Company, Inc. (General Wine & Liquor Co.)	750ml Tap Rye 8 Yr Sherry Finished	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective November 30, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	750ml John B. Stetson Bourbon 200ml The Bitter Truth Tonic Bitters	6 Bottles 48 Bottles

Moved by Commissioner Olshove, supported by Chairman Deloney, that the above actions be taken in accordance with the E-Quote reports dated October 9, 2014, 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 sixty three (63) different licensees requesting price reductions; and that 1779 product price reductions could be approved; and that there were zero product price reductions to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 1779 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor report, motion carried by unanimous vote.

- IV.** Ms. Hamilton presented the report for Delisting of Liquor Codes with Minimal Sales and requested that 512 products listed on the attached sheets, be delisted effective January 4, 2015, 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 Olshove, supported by Chairman Deloney, that the Delisting of Liquor Codes with minimal sales report, be approved as written and presented, 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 Chairman Deloney, that the business meeting be adjourned at 9:42 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, October 28, 2014
Lansing District Office
525 W Allegan
Lansing MI 48909

Present: Andrew J. Deloney, Chairman
Dennis Olshove, Commissioner

Absent: Teri L. Quimby, Commissioner

Staff: Steve Robinson, Director of Finance Division
Pam Hamilton, Deputy Director of Finance Division
Kerry Krone, Business Manager
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:04 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Chairman Deloney, that the minutes of the Commission meeting of October 14, 2014, 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 November 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co (NWS Michigan, Inc.)	50ml Kilbeggan (Irish) Whiskey	96 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	375ml El Jimador Silver Tequila	12 Bottles
MHW Ltd. (General Wine & Liquor Co.)	375ml Zyr Vodka	12 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Colonel E.H. Taylor Brll Bourbon	6 Bottles

Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Clynelish Select Res Scotch	6 Bottles
Anchor Distilling Company (NWS Michigan, Inc.)	750ml Barsol Pisco Acholado Brandy	6 Bottles
	750ml Benriach Single Malt 16 Yr.	6 Bottles
	750ml Benriach Single Malt 20 Yr.	6 Bottles
	750ml Karlsson's Gold Vodka	6 Bottles
	750ml Nikka Coffey Grain Whiskey	6 Bottles
	750ml Nikka Miyagikto 12 Yr. Whiskey	6 Bottles
	750ml Nikka Taketsuru 12 Yr. Whiskey	6 Bottles
	750ml Nikka Taketsuru 17 Yr. Whiskey	6 Bottles
	750ml Nikka Taketsuru 21 Yr. Whiskey	6 Bottles

That the request of Michigan Beer Cellar, LLC, holder of 2014 Small Distiller license, for addition of the following product to the case size exceptions product list, be approved for listing, effective November 30, 2014; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Michigan Beer Cellar, 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>
375ml Spunkin Punkin	12 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective November 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Laird and Company (NWS Michigan, Inc.)	750ml Laird's Jersey Lightning Apple	12 Bottles
Redemption Spirits, LLC (NWS Michigan, Inc.)	750ml Candy's Signature Lemon Drop	12 Bottles
Luxco, Inc. (NWS Michigan, Inc.)	1000ml Exotico Blanco Tequila	12 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Skyy Infusion Pacific Blueberry	12 Bottles
	1000ml Skyy Infusion Pacific Blueberry	12 Bottles
	750ml Skyy Infusion Texas Grapefruit	12 Bottles
	1000ml Skyy Infusion Texas Grapefruit	12 Bottles
Anchor Distilling Company (NWS Michigan, Inc.)	750ml Briottet Crème de Banane	12 Bottles
	750ml Briottet Crème de Cassis	12 Bottles
	750ml Briottet Crème de Mure	12 Bottles

750ml Briottet Crème de Peche Vigne	12 Bottles
750ml Luxardo Angioletto Hazelnut	12 Bottles
750ml Luxardo Espresso Italian Coffee	12 Bottles
750ml Luxardo Sambuca Dei Cesari	12 Bottles
750ml Luxardo Triplum Triple Sec	12 Bottles

That the request of Detroit City Distillery, holder of 2014 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective November 30, 2014; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Detroit City Distillery 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 Detroit City Distill Bloodline Whiskey	24 Bottles
375ml Detroit City Distill Gilded Vodka	24 Bottles
375ml Detroit City Distill Railroad Gin	24 Bottles
375ml Detroit City Distill Two Faced	24 Bottles

That the request of Michigan Beer Cellar, LLC, holder of 2014 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective November 30, 2014; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Michigan Beer Cellar, 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 Spunkin Punkin	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective November 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brand Co. (NWS Michigan, Inc.)	750ml Jim Beam Single Brrl w/2 Gls	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	375ml Pinnacle w/50ml Pinn Red Brry	12 Bottles
	750ml Kahlua w/50ml Absolut & Gls	6 Bottles

Proximo Spirits, Inc. (General Wine & Liquor Co.)	1750ml Three Olives w/50ml Cherry Vod	6 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	750ml Patron Silver w/2 Gls	6 Bottles
Stoli Group (USA), LLC (General Wine & Liquor Co.)	750ml Stoli Blueberi w/50ml Razberi	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Baileys Original w/2 Gls	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective November 30, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Brown-Forman Corporation (General Wine & Liquor Co.)	375ml El Jimador Silver Tequila	24 Bottles

Moved by Commissioner Olshove, supported by Chairman Deloney, that the above actions be taken in accordance with the E-Quote reports dated October 27, 2014, 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 sixty (60) different licensees requesting price reductions; and that 728 product price reductions could be approved; and that there were zero product price reductions to be denied.

Moved by Commissioner Olshove, supported by Chairman Deloney, that the 728 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor report, motion carried by unanimous vote.

IV. Mr. Robinson presented the August 2014 Financial Report which shows the results of our operations for the period of October 1, 2013 through August 31, 2014 and is compared with the same period from the previous fiscal year. He stated the Total Gross Sales increased over last year by almost \$42.8 million or 4.2% higher, with the Distilled Spirit cases sold increasing by 120,341 or 1.7%. Mr. Robinson

advised the Net Income from spirit sales was higher by \$7.9 million or 5.0%, and that Beer taxes were down slightly by \$64,000, with Wine taxes higher than last year by \$723,000.

Moved by Commissioner Olshove, supported by Chairman Deloney, that the August 2014 Financial Report, 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 Chairman Deloney, that the business meeting be adjourned at 11:10 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairperson