



JENNIFER M. GRANHOLM  
GOVERNOR

NIDA R. SAMONA  
CHAIRPERSON

STATE OF MICHIGAN  
**LIQUOR CONTROL COMMISSION**  
DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH  
STANLEY "SKIP" PRUSS, DIRECTOR

## Bulletin 3145-17

**DATE:** August 12, 2009

**TO:** Authorized Distribution Agents  
Vendor Representatives  
Vendors  
Executive Staff

**FROM:** Michigan Liquor Control Commission

**SUBJECT:** Business Operating Procedure – Holiday Value Added Packs

The Business Operating Procedure regarding Value Added Packs, produced for the Christmas holiday season, adopted by the Michigan Liquor Commission at its administrative meeting of March 28, 2006 will continue through the 2009 holiday season. Attached is a copy of this Business Operating Procedure for your information.

The procedure requires the Authorized Distribution Agents (ADA's) to withhold 15% of Michigan's allocated cases of value added products for the top 50 statewide codes. The ADA's must then release this 15% of value added cases for regular sale on Wednesday, October 28, 2009. The ADA's must provide the Commission with the value added product allocation lists upon receipt of the lists from the suppliers.

Brokers and salespersons participating in holiday trade shows should track the amount of each product that is available for presale at that show and remove the product from display when the amount available for presale is exhausted.

If you have any questions please contact Susan Broughton at 517-322-5106, or email [broughtons@michigan.gov](mailto:broughtons@michigan.gov).

Attachment

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Michigan Liquor Control Commission  
7150 Harris Drive • P.O. Box 30005 • Lansing, Michigan 48909-7505  
[www.michigan.gov/lcc](http://www.michigan.gov/lcc) • (517) 322-1345 Lansing Office

STATE OF MICHIGAN  
DEPARTMENT OF CONSUMER AND INDUSTRY SERVICES  
LIQUOR CONTROL COMMISSION

General Wine & Liquor Company, Inc.  
373 Victor Avenue  
Highland Park, MI 48203

NWS Michigan, Inc.  
17550 Allen Road  
Brownstown, MI 48192

J. Lewis Cooper Co.  
Trans-Con, Inc.  
3101 Gulley Rd., Suite I  
Dearborn, MI 48124-4405

Chinese Import & Export Co.  
3508 Bristol  
Troy, MI 48083

Henry A. Fox Sales Company  
4494 36<sup>th</sup> Street SE  
Kentwood, MI 49512

Fabiano Bros., Inc.  
1219 N. Mission, PO Box 469  
Mt. Pleasant, MI 48804

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ADMINISTRATIVE ORDER

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In accordance with the provisions of R 436.1802(14), the following instructions are adopted as a business operating procedure regarding holiday value added products:

In an effort to insure an equitable distribution of value added products produced for the Christmas holiday season, Authorized Distribution Agents must withhold from presales 15% of Michigan's total allocation of value added products produced for the Christmas holiday season.

The 15% withholding of value added products will apply to the top 50 statewide codes as determined by the most recent "Case Sales Report of Alcoholic Beverages" report of the National Alcoholic Beverage Control Association.

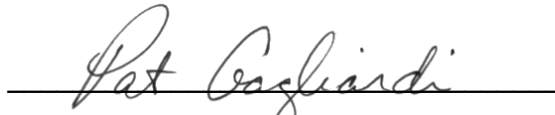
Authorized Distribution Agents must release for sale the 15% withheld amount on the Wednesday prior to the effective date of the fourth quarter (November) liquor price list.

Authorized Distribution Agents must provide the Commission with the value added product allocation list upon receipt of the list from the supplier.

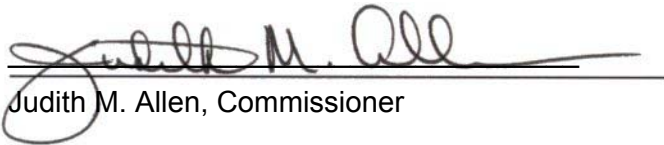
Authorized Distribution Agents must provide the Commission with the name of a contact person to help resolve any issues regarding holiday value added products.



Nida R. Samona, Chairperson



Pat Gagliardi, Commissioner



Judith M. Allen, Commissioner

March 28, 2006