



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, April 12, 2016
Lansing District Office
525 W Allegan
Lansing MI 48909

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

Absent: None

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

The meeting was called to order by Chairman Deloney at 9:41 a.m., noting a quorum was present.

- I. Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of March 11, 2016, be approved as written and presented, motion carried by unanimous vote.**

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Closed Session meetings of March 16, 2016, be approved as written and presented, motion carried by unanimous vote.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Closed Session meetings of April 6, 2016, 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 May 1, 2016:**

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	200ml Bacardi Grapefruit Rum	24 Bottles
	375ml Bacardi Grapefruit Rum	12 Bottles
	200ml Bacardi Raspberry Rum	24 Bottles
	375ml Bacardi Raspberry Rum	12 Bottles
	375ml St. Germain	12 Bottles
Biagio Cru & Estate Wines, LLC (NWS Michigan, LLC)	750ml Miodula Honey Vodka	6 Bottles
	750ml Sloane's Dry Gin	6 Bottles
	750ml Hamptons Banana Vodka	6 Bottles
	750ml Hamptons Banana Strawberry	6 Bottles
	750ml Hamptons Cherry Vanilla	6 Bottles
Beverage Solution Technologies, LLC (NWS Michigan, LLC)	750ml Hamptons Chocoraspberry	6 Bottles
	1000ml Swig Beverage Co Lemonade	6 Bottles
	1000ml Swig Beverage Co Sweet Tea	6 Bottles
Temperance Distilling Company (NWS Michigan, LLC)	375ml Calvados Pierre Huet VS	12 Bottles
	750ml Mastri Grappa Di Barolo	6 Bottles
	375ml Willm Crème De Cassis	12 Bottles
	375ml Willm Framboise Raspberry	12 Bottles
	375ml Willm Kirsch D'Alsace Cherry	12 Bottles
Cana Distributors, LLC (NWS Michigan, LLC)	375ml Willm Pear Brandy	12 Bottles
	750ml Yippee Ki Yay Straight Rye	6 Bottles
High West Distillery, LLC (NWS Michigan, LLC)		
HIWWS, Inc. (General Wine & Liquor Co.)	750ml Campagnere Cognac XO	6 Bottles
Imperial Brands, Inc. (General Wine & Liquor Co.)	1000ml William Peel Scotch	9 Bottles
Intersect Beverage, LLC (General Wine & Liquor Co.)	750ml Azunia Anejo Tequila	6 Bottles
	750ml Azunia Blanco Tequila	6 Bottles
	750ml Azunia Reposado Tequila	6 Bottles
Kobrand Corporation (General Wine & Liquor Co.)	750ml Alize Peach	6 Bottles
Long Road Distillers, LLC (NWS Michigan, LLC)	750ml Long Road Wheat Whiskey	6 Bottles
MHW, Ltd. (NWS Michigan, LLC)	750ml Brugal Papa Andres 2015 Rum	1 Bottle
	375ml Claddagh Whiskey	12 Bottles
	750ml La Caravedo Brandy	6 Bottles
	750ml Snow Leopard Vodka	6 Bottles
Our/Detroit Vodka LLC (General Wine & Liquor Co.)	375ml Our/Detroit Vodka 2 Pk	12 Bottles
Park Street Imports LLC (General Wine & Liquor Co.)	750ml Berentzen Peach Liqueur	6 Bottles

Park Street Imports LLC (NWS Michigan, LLC)	750ml Malfy Gin	6 Bottles
Sazerac Company, Inc. (NWS Michigan, LLC)	50ml Legacy PL Canadian	60 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, LLC)	1750ml Glenmorangie Original Scotch	4 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	50ml Hennessy VSOP	50 Bottles
	200ml Wild Turkey 81 Bourbon	24 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	750ml Rhetoric 22 Yr. Bourbon	6 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	50ml Kinky Red PL	60 Bottles
Western Spirits Beverage Company, LLC (NWS Michigan, LLC)	50ml Bird Dog Ruby Red Grapefruit PL	60 Bottles
	375ml Bird Dog Ruby Red Grapefruit PL	12 Bottles
	50ml Bird Dog Strawberry PL	60 Bottles
	375ml Bird Dog Strawberry PL	12 Bottles
	200ml Twenty Grand Grape Almondine	24 Bottles
	375ml Twenty Grand Grape Almondine	12 Bottles
	750ml Twenty Grand Grape Almondine	6 Bottles
	200ml Twenty Grand Maraschino	24 Bottles
	375ml Twenty Grand Maraschino	12 Bottles
750ml Twenty Grand Maraschino	6 Bottles	

That the request of Gray Skies Distillery, LLC., holder of 2015 Small Distiller license, for addition of the following products to the case size exception products list, be approved for listing, effective May 1, 2016; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Gray Skies 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>
750ml Gray Skies Brrl Finish Hop Gin	6 Bottles
750ml Gray Skies Utility Vodka	6 Bottles

That the request of Sanctuary Brewery, LLC, holder of 2015 Small Distiller license, for addition of the following products to the case size exception products list, be approved for listing, effective May 1, 2016; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Sanctuary Brewery, 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 Sanctuary Spirit Rye of Horus	12 Bottles
750ml Sanctuary Spirit Rye of Horus	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 May 29, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Batch 206 Distillery, LLC (NWS Michigan, LLC)	750ml Old Log Cabin BBN Whiskey	6 Bottles
Park Street Imports LLC (General Wine & Liquor Co.)	750ml Westerhall Plantation Rum	6 Bottles
Survive Enterprises Corp. (NWS Michigan, LLC)	750ml 1921 Anejo Tequila	6 Bottles
	750ml 1921 Reposado Tequila	6 Bottles

That the request of Gray Skies Distillery, LLC., holder of 2015 Small Distiller license, for addition of the following product to the case size exception products list, be approved for listing, effective May 29, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Gray Skies Distillery, 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 Gray Skies Silver Rum	6 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective May 1, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	1000ml Bacardi Grapefruit Rum	12 Bottles
	1750ml Bacardi Grapefruit Rum	6 Bottles
	50ml Bacardi Grapefruit Rum PL	120 Bottles
	1000ml Bacardi Raspberry Rum	12 Bottles
	1750ml Bacardi Raspberry Rum	6 Bottles
	50ml Bacardi Raspberry Rum PL	120 Bottles

Jim Beam Brands Co. (NWS Michigan, LLC) Beverage Solution Technologies, LLC (NWS Michigan, LLC)	50ml Effen Black Cherry Vodka	120 Bottles
	50ml Effen Vodka	120 Bottles
	750ml Remedi Coconut Vodka	12 Bottles
	750ml Remedi Ginger Vodka	12 Bottles
	750ml Remedi Grape Vodka	12 Bottles
	750ml Remedi Mangonana Vodka	12 Bottles
	750ml Remedi Pumpkin Pie Vodka	12 Bottles
	750ml 6 th Element Apple Vodka	12 Bottles
Temperance Distilling Company (NWS Michigan, LLC)	750ml 6 th Element Citrus Vodka	12 Bottles
	750ml 6 th Element Peanut Butter Vodka	12 Bottles
	750ml 6 th Element Vodka	12 Bottles
	750ml Davenport's American Blended	12 Bottles
	750ml Davenport's Wildfire Whiskey	12 Bottles
	750ml Tolly's Peanut Butter Cup	12 Bottles
	750ml Tolly's Vanilla Spice Vodka	12 Bottles
	Buzzballz, LLC (General Wine & Liquor Co.)	50ml Andrew John's Gin PL
200ml Andrew John's Gin PL		48 Bottles
50ml Crooked Fox PL		120 Bottles
200ml Crooked Fox PL		48 Bottles
750ml Pelican Harbor Black Rum		12 Bottles
50ml Pelican Harbor Black Rum		120 Bottles
200ml Pelican Harbor Black Rum		48 Bottles
50ml Pelican Harbor Rum		120 Bottles
200ml Pelican Harbor Rum		48 Bottles
50ml XIII Kings Vodka PL		120 Bottles
200ml XIII Kings Vodka PL	48 Bottles	
Cana Distributors, LLC (NWS Michigan, LLC)	750ml Limoncello Marcati	12 Bottles
Caribbean Distillers LLC (General Wine & Liquor Co.)	1750ml Ron Carols Gold PL Rum	6 Bottles
	1750ml Ron Carols Silver PL Rum	6 Bottles
Duggan's Distillers Products Corp. (NWS Michigan, LLC)	750ml Aslanoff Vodka	12 Bottles
	1750ml Aslanoff Vodka	6 Bottles
	1750ml Kutskova Vodka	6 Bottles
Fish Hook Distilling Co., LLC (General Wine & Liquor Co.)	750ml Mayor Pingree Bourbon	12 Bottles
	750ml Mayor Pingree 10 Yr. Bourbon	12 Bottles
LeVecke Corporation (General Wine & Liquor Co.)	1750ml Kirkland Signiture Spiced Rum	6 Bottles
Illyrian Import, Inc. (NWS Michigan, LLC)	1000ml Manastirka Slivovitz Prokupac	12 Bottles
Park Street Imports, LLC (NWS Michigan, LLC)	1750ml Malfy Gin	6 Bottles

Pernod Ricard USA, LLC (NWS Michigan, LLC)	1750ml Malibu Daiquiri Pouch	6 Bottles
	1750ml Malibu Pineapple Twist Pouch	6 Bottles
Proximo Spirits, Inc. (NWS Michigan, LLC)	750ml Virginia Black Whiskey	12 Bottles
Sazerac Company, Inc. (NWS Michigan, LLC)	750ml Cane Run PL Rum	12 Bottles
	750ml Hartley Apple VSOP	12 Bottles
	1750ml Member's Mark Silver Tequila	6 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	750ml Smirnoff Red, White & Berry	12 Bottles
	50ml Smirnoff Red, White & Berry PL	120 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	750ml Kinky Red	12 Bottles
Western Spirits Beverage Company, LLC (NWS Michigan, LLC)	750ml Bird Dog Ruby Red Grapefruit	12 Bottles
	750ml Bird Dog Strawberry	12 Bottles
	100ml Twenty Grand Grape Almondine	48 Bottles
	100ml Twenty Grand Maraschino	48 Bottles

That the request of Ann Arbor Distilling Company, LLC, holder of 2015 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective May 1, 2016; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Ann Arbor Distilling Company, 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 Ann Arbor Distill Cask Proof	12 Bottles
750ml Water Hill Apple Brandy	12 Bottles
750ml Water Hill Bourbon Whiskey	12 Bottles

That the request of Beverage Solution Technologies, LLC, holder of 2015 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective May 1, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Beverage Solution Technologies, 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 Paradigm Vodka	12 Bottles

That the request of Detroit City Distillery, LLC, holder of 2015 Small Distiller license, for addition of the following product to the approved products list, be approved for listing,

effective May 1, 2016; further prior to any sale and distribution of this product 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 this product:

<u>PRODUCT</u>	<u>PACK SIZE</u>
750ml Detroit City Railroad Gin Rsrv	12 Bottles

That the request of Detroit Distillery, LLC, holder of 2015 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective May 1, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Detroit Distillery, 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 Big Beaver Liquor	12 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective May 29, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Buzzballz, LLC (General Wine & Liquor Co.)	750ml Crooked Fox Whiskey	12 Bottles
Cana Distributors, LLC (NWS Michigan, LLC)	750ml Nina Amaro	12 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	750ml Rothman & Winter Orchard Apric	12 Bottles
Sazerac Company, Inc. (NWS Michigan, LLC)	50ml Firefly Sweet Tea PL	120 Bottles

That the request of Grand Traverse Distillery, L.L.C., holder of 2015 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective May 29, 2016; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Grant 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:

<u>PRODUCT</u>	<u>PACK SIZE</u>
100ml Grand Traverse Distill Bitters Schnapps	48 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective May 1, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Limon w/50ml Grapefruit	12 Bottles
	750ml Bacardi Supr w/50ml Grapefruit	12 Bottles
	750ml Bacardi Supr w/50ml Raspberry	12 Bottles
Sazerac North America, Inc. (NWS Michigan, LLC)	750ml Calypso Coconut w/Pineapple Juice	6 Bottles
Jim Beam Brands Co. (NWS Michigan, LLC)	750ml Sauza Blue Silver w/Marg Mix	6 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	750ml J Daniels Tenn Fire w/2 Shot Gls	6 Bottles
Disaronno International, LLC (General Wine & Liquor Co.)	750ml Disaronno w/Sweet & Sour Mix	6 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	1750ml Blue Chair Cocon Spiced w/4-50ml	6 Bottles
	375ml Rum Chata 25ml-15 Pk w/Stir Sticks	12 Bottles
	750ml Tippy Cow Variety w/50ml Variety	6 Bottles
MHW, Ltd. (NWS Michigan, LLC)	375ml Claddagh w/2 Gls	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, LLC)	750ml Avion Silver w/50ml Avion Silv	6 Bottles
Proximo Spirits, Inc. (NWS Michigan, LLC)	750ml Bushmill (Irish) w/50ml Blk Bush	6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Wild Turkey AM Hny w/Jar Shaker	6 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	1750ml Smirnoff 80 PL w/2-50ml Source	6 Bottles
	1750ml Smirnoff 80 w/2-50ml Source	6 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective May 29, 2016:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
MHW, Ltd. (General Wine & Liquor Co.)	1750ml Blue Chair Bay Cocon w/4-50ml	6 Bottles
	750ml Travis Hasse Apple w/Cherry 2 Pk	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective May 1, 2016:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Beverage Solution Technologies, LLC (NWS Michigan, LLC)	750ml Hamptons Banana Vodka	12 Bottles
Journeyman Distillery, LLC (General Wine & Liquor Co.)	750ml Hamptons Cherry Vanilla	12 Bottles
Kobrand Corporation (General Wine & Liquor Co.)	750ml Hamptons Chocoraspberry	12 Bottles
McCormick Distilling Co., LLC (General Wine & Liquor Co.)	750ml Cedartucky Wodka	12 Bottles
	750ml Alize Peach	12 Bottles
	750ml Tequila Rose Cocoa PL Cream	12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective May 29, 2016:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sazerac Company, Inc. (NWS Michigan, LLC)	50ml Firefly Sweet Tea PL	60 Bottles

After discussion, the following products are denied:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Beverage Solution Technologies, LLC (Small Distiller)	750ml Glen Rare Batch Single Cask	12 Bottles
MHW Ltd. (General Wine & Liquor Co.)	1750ml Blue Chair White Rum w/4-50ml	6 Bottles
Diageo Americas, Inc. (NWS Michigan, LLC)	1750ml Capt Morgan Spiced PL w/2-50ml	6 Bottles
	1750ml Capt Morgan Spiced w/2-50ml	6 Bottles

Moved by Chairman Deloney, supported by Commissioner Olshove that the above actions be taken in accordance with the E-Quote reports as written, and presented dated April 7, 2016, 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 eighty four (84) different licensees requesting price reductions; that 1941 product price reductions could be approved; and that there were 3 product price reductions to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 1941 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 3 special price reduction be denied for the reason stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.

- IV. Mr. Robinson presented the January 2016 Financial Report which show the results of our operations for the period of October 1, 2015 through January 31, 2016. This report contains the same number of weeks of spirit sales as the January 2015 report. Mr. Robinson stated the Total Gross Sales increased over last year by approximately \$20 million or 4.7%, with the Distilled Spirit cases sold increasing by 78,318 or 2.8%. He advised the Net Income from spirit sales shows an increase of \$2.9 million or 4.3%. Mr. Robinson states Beer taxes are down by \$1.5 million while Wine taxes are up by \$800,000.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the January 2016 Financial Report, be accepted, motion carried by unanimous vote.

- V. Ms. Hamilton requested approval of an administrative order for reporting of gross sales by categories from the ADA's. She advised we are receiving the reports in this manner, but have nothing official that authorizes this specific business operating procedure for the reporting of sales.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Administrative Order No. 2016-01, Reporting of Sales by License Types, be approved as written and presented, motion carried by unanimous vote.

- VI.** Mr. Robinson requested approval for a bulletin for the submission of quotations for the next price book, which is effective July 31, 2016. He advised this is a quarterly reminder that is sent to Vendors of Spirits and Vendor Representatives to remind them of the deadline dates for the price book.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that Bulletin 2016-02, 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 Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 9:52 a.m., motion carried by unanimous vote.

Andrew J. Deloney
Chairman

Anita Fawcett
Executive Services