



ADMINISTRATIVE
MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, January 24, 2012
Lansing District Office

Present: Andrew J. Deloney Chairman
Teri L. Quimby, Commissioner
Donald B. Weatherspoon, Commissioner
Steve Robinson, Director of Finance Division
Andy Neumann, Director of Administrative Services Division
Julie Wendt, Director of Executive Services Division
Tim Kovacik, Deputy Director of Executive Services Division
Pam Hamilton, Deputy Director of Finance Division
Lissa Watson, Supervisor, Licensing Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:14 a.m., noting a quorum was present.

- I. **Moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the minutes of the Commission meeting of January 10, 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 February 26, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	375ml Grey Goose Cherry Noir 750ml Grey Goose Cherry Noir 1000ml Grey Goose Cherry Noir	12 Bottles 6 Bottles 6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Courvoisier XO Cognac	6 Bottles

Brown-Forman Corporation (General Wine & Liquor Co.)	750ml Collingwood Canadian	6 Bottles
Domaine Select Wine Estates LLC (General Wine & Liquor Co.)	750ml The Bitter Truth Exr	6 Bottles
Le Vecke Corporation (General Wine & Liquor Co.)	750ml Pau Maui Vodka	6 Bottles
MHW, Ltd. (General Wine & Liquor Co.)	750ml Cedilla Liqueur	6 Bottles
Monsieur Henri Wine Company (NWS Michigan, Inc.)	1000ml Corazon Reposado Tequila	6 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	50ml Patron XO Café Coffee	60 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective February 26, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACKSIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	50ml Grey Goose Cherry Noir	120 Bottles
Sazerac North America, Inc. (NWS Michigan, Inc.)	50ml Wave Baja PL Vodka	120 Bottles
	50ml Wave Blue Raspberry PL	120 Bottles
	50ml Wave Cherry PL Vodka	120 Bottles
	50ml Wave Grape PL Vodka	120 Bottles
	50ml Wave Lemon Lime PL	120 Bottles
	50ml Wave Pink Lemonade PL	120 Bottles
	50ml Wave Whipped Cream PL Vodka	120 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml DeKuyper Blood Orange	12 Bottles
	750ml DeKuyper Ginger	12 Bottles
Le Vecke Corporation (General Wine & Liquor Co.)	750ml Jesse James Bourbon	12 Bottles
M.S. Walker, Inc. (NWS Michigan, Inc.)	750ml Choco Lat Deluxe Chocolate	12 Bottles
Overseas International, Inc. (General Wine & Liquor Co.)	750ml Goldwasser Liqueur	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Malibu Red Liqueur	12 Bottles
	1000ml Malibu Red Liqueur	12 Bottles
	50ml Malibu Red PL	120 Bottles
	375ml Malibu Red PL	24 Bottles
The Wine Group, Inc. (General Wine & Liquor Co.)	750ml Flip Flop Silver Rum	12 Bottles
	750ml Flip Flop Spiced Rum	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective February 26, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Jim Beam w/50ml H Tea or Spice	12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for listing, effective February 26, 2012:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Skinnygirl Wht Cranberry Cosmo	12 Bottles
Domaine Select Wine States (General Wine & Liquor Co.)	750ml The Bitter Truth Exr	12 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	200ml Arrow Mackdale's Butterscot PL	48 Bottles
	375ml Arrow Mackdale's Butterscot PL	24 Bottles
	750ml Arrow Very Cherry Vodka	12 Bottles
	50ml Arrow Very Cherry PL Vodka	120 Bottles

Moved by Commissioner Quimby, supported by Commissioner Weatherspoon, that the above actions be taken in accordance with the E-Quote reports dated January 19, 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 19 different licensees requesting price reductions, and that 590 price reductions should be approved, with 29 price reductions being denied for reasons stated in the attached reports.

Moved by Commissioner Quimby, supported by Commissioner Weatherspoon, that the 590 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 Commissioner Weatherspoon, that the 29 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 the Michigan Liquor Control Commission (MLCC) 2010 Revenue, Sales and Licensing Statistics book which was compiled by the Finance Division staff. She advised that this book is not something that is required by statute or administrative rules but has been very helpful to the public. Ms. Hamilton advised that most of the information included in this book as already been published, but the book compiles the information in once place. She advised we will not be printing any hard copies, but the book will be placed on our website.

Chairman Deloney advised the Commission does not need to approve this publication, and thanked Ms. Hamilton for their hard work and diligence to gather the information needed to complete the book.

- V.** Old Business – There was no old business to conduct.

- VI.** New Business – There was no new business to conduct.

- VII.** Public Comments

Mr. Rick Perkins asked when the 2010 Revenue, Sales and Licensing Statistics book would be on the MLCC website. Ms. Hamilton advised the document would be given to our public information officer to be added to the website.

With no further business, moved by Commissioner Weatherspoon, supported by Commissioner Quimby, that the business meeting be adjourned at 11:21 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman