



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, January 15, 2013
Lansing District Office
7150 Harris Drive
Lansing MI 48909

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

Absent: None

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

The meeting was called to order by Chairman Deloney at 1:08 p.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of December 11, 2012, be approved as written and presented, motion carried by unanimous vote.**
- II. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the Schedule of Meetings for 2013, be approved as written and presented, motion carried by unanimous vote.**
- III. 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 3, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	200ml Bacardi Pineapple Fusion Rum 375ml Bacardi Pineapple Fusion Rum	24 Bottles 12 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	50ml Pucker Watermelon Wow PL	60 Bottles

Temperance Distilling Company (NWS Michigan, Inc.)	375ml Liquor Shipped Irish Mint Cream	12 Bottles
Brown-Forman Corporation (General Wine & Liquor Co.)	750ml Herradura Coleccion De La Casa	4 Bottles
	750ml J Daniels Unaged Tennessee Rye	6 Bottles
Cana Distributors LLC (NWS Michigan, Inc.)	750ml Garvey Caramel Vodka	6 Bottles
Dark Star Wine LLC (NWS Michigan, Inc.)	375ml Bastianich Calabrone Grappa	6 Bottles
	750ml Bastianich Calabrone Grappa	6 Bottles
Sidney Frank Importing Co., Inc. (General Wine & Liquor Co.)	375ml Barenjager Honey & Bourbon	12 Bottles
Imperial Brands, Inc. (General Wine & Liquor Co.)	750ml Marie Brizard Pear William	6 Bottles
	50ml Sobieski Lemon Meringue Vodka	96 Bottles
Kobrand Corporation (General Wine & Liquor Co.)	750ml Alize Bleu Passion	6 Bottles
	1000ml Alize Bleu Passion	6 Bottles
	200ml Alize Coco Peach	24 Bottles
	200ml Alize Coco Pineapple	24 Bottles
	750ml Alize Gold Passion	6 Bottles
	1000ml Alize Gold Passion	6 Bottles
	750ml Alize Red Passion	6 Bottles
	1000ml Alize Red Passion	6 Bottles
	750ml Alize Rose Passion	6 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	750ml Don Q Gran Anejo	6 Bottles
	750ml Asyla	6 Bottles
	750ml Brinley Gold Shipwreck Coconut	6 Bottles
	750ml Brinley Gold Shipwreck Coffee	6 Bottles
	750ml Brinley Gold Shipwreck Mango	6 Bottles
	750ml Brinley Gold Shipwreck Spiced	6 Bottles
	750ml Brinley Gold Shipwreck Vanilla	6 Bottles
	375ml Great King St Whiskey	12 Bottles
	750ml Hedonism Whiskey	6 Bottles
	750ml Oak Cross Whiskey	6 Bottles
	750ml Orangerie Whiskey	6 Bottles
	750ml The Peat Monster Whiskey	6 Bottles
	750ml The Spice Tree Whiskey	6 Bottles
Monsieur Henri Wine Company (NWS Michigan, Inc.)	750ml Del Maguey Crema De Mezcal	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Powers John Lane Release	6 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	750ml Hangar One Buddha's Hand	12 Bottles
	750ml Hangar One Kaffier Lime Vodka	12 Bottles
	750ml Hangar One Mandarin Blossom	12 Bottles
	750ml Hangar One Straight Vodka	12 Bottles
	1000ml Three Olives Whipped Cream	6 Bottles

Remy Cointreau USA, Inc. (NWS Michigan, Inc.)	1000ml Remy Martin 1738 Accord Royal	6 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Colonel E.H. Taylor Sm Batch	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	1000ml Tanqueray Malacca Gin	6 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	375ml Kinky Liqueur	12 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	375ml Twenty Grand Vodka 750ml Twenty Grand Vodka	12 Bottles 6 Bottles

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 March 3, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
William Grant & Sons, Inc. (General Wine & Liquor Co.)	750ml Balvenie Single Barrel 12 yr.	6 Bottles
Remy Cointreau USA, Inc. (NWS Michigan, Inc.)	750ml Highland Park Loki Scotch	6 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective February 3, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Pineapple Fusion	12 Bottles
	1000ml Bacardi Pineapple Fusion	12 Bottles
	1750ml Bacardi Pineapple Fusion	6 Bottles
	50ml Bacardi Pineapple Fusion PL	120 Bottles
	375ml 99 Black Cherries PL	24 Bottles
Sazerac North America, Inc. (NWS Michigan, Inc.)	750ml 99 Coconuts Schnapps	12 Bottles
	375ml 99 Peaches PL	24 Bottles
	375ml 99 Watermelons PL	24 Bottles
	750ml Mr Boston Peppermint	12 Bottles
	1000ml Mr Boston Peppermint	12 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Calico Jack Chocolate Coconut	12 Bottles
	750ml Cruzan Key Lime Rum	12 Bottles
	50ml Cruzan Key Lime Rum PL	120 Bottles
	750ml Cruzan Passion Fruit Rum	12 Bottles
	50ml Cruzan Passion Fruit PL	120 Bottles

	750ml DeKuyper Muddled Mint	12 Bottles
	750ml Hornitos Lime Shot	12 Bottles
	375ml Jim Beam Jacob's Ghost	24 Bottles
	50ml Jim Beam Jacob's Ghost PL	120 Bottles
	750ml Pucker Watermelon Wow	12 Bottles
	750ml Skinnygirl White Cherry	12 Bottles
	1000ml Early Times Mint Julep 2013	12 Bottles
Imperial Brands, Inc.	750ml Sobieski Lemon Meringue	12 Bottles
(General Wine & Liquor Co.)	1000ml Sobieski Lemon Meringue	12 Bottles
Journeyman Distillery, LLC	750ml Ravenswood Rye	12 Bottles
(General Wine & Liquor Co.)		
MHW, Ltd.	1000ml Don Q Coco Rum	12 Bottles
(General Wine & Liquor Co.)	1750ml Don Q Gold Rum	6 Bottles
	50ml Don Q Mojito Rum	120 Bottles
McCormick Distilling Company, Inc.	750ml McCormick Blueberry Vodka	12 Bottles
(General Wine & Liquor Co.)		
Ogden's Own Distillery, LLC	750ml Five Wives Vodka	12 Bottles
(General Wine & Liquor Co.)	750ml Underground	12 Bottles
Pernod Ricard USA, LLC	1750ml Malibu Blue Hawaiian Ckt Pch	6 Bottles
(NWS Michigan, Inc.)	1750ml Malibu Island Spiced Rum	6 Bottles
	1750ml Malibu Pina Colada Lt Ckt Pch	6 Bottles
	750ml Mama Walkers Blueberry Pancake	12 Bottles
	750ml Mama Walkers Glazed Donut	12 Bottles
	750ml Mama Walkers Maple Bacon	12 Bottles
	750 ml Oddka Apple Pie Vodka	12 Bottles
	750ml Oddka Electricity Vodka	12 Bottles
	750ml Oddka Fresh Cut Grass Vodka	12 Bottles
	750ml Oddka Vodka	12 Bottles
	750ml Oddka Wasabi Vodka	12 Bottles
Proximo Spirits, Inc.	750ml Birdwell's Vodka	12 Bottles
(General Wine & Liquor Co.)	1000ml Birdwell's Vodka	12 Bottles
	1750ml Birdwell's Vodka	6 Bottles
	1750ml Three Olives Whipped Cream	6 Bottles
Sazerac Company, Inc.	1000ml Chila Orchata Cream	12 Bottles
(NWS Michigan, Inc.)	750ml Firefly Apple Pie Moonshine	12 Bottles
	750ml Firefly Caramel Moonshine	12 Bottles
	750ml Firefly Cherry Moonshine	12 Bottles
	750ml Firefly Moonshine	12 Bottles
	750ml Firefly Peach Moonshine	12 Bottles
	1000ml Mount Royal Light Canadian	12 Bottles
	1750ml Mount Royal Light Canadian	6 Bottles
Luxco, Inc.	1000ml Pearl Vodka	12 Bottles
(General Wine & Liquor Co.)	1000ml Pearl Cherry Vodka	12 Bottles
	1000ml Pearl Grape Vodka	12 Bottles

Thirteenth Colony Distilleries, LLC (NWS Michigan, Inc.)	750ml 13 th Colony Southern Gin	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Ciroc Peach Vodka	12 Bottles
	750ml Ciroc Snap Frost Vodka	12 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	750ml Kuhl Blue Ocean Rave Vodka	12 Bottles
	750ml Kuhl Hippie Hooch Love Punch	12 Bottles
	1750ml Kuhl Hippie Hooch Love Punch	6 Bottles
	750ml Kuhl Mango Lemonade	12 Bottles
	1750ml Kuhl Mango Lemonade	6 Bottles
	750ml Kuhl Raspberry	12 Bottles
	1750ml Kuhl Raspberry	6 Bottles
	750ml Kuhl Vodka	12 Bottles

That the request of Northern Latitudes Distillery, LLC, holder of 2013 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective February 3, 2013; further prior to any sale and distribution of these products through the Commission's spirit distribution system, Northern Latitudes 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 Deer Camp Straight BBN Whiskey	12 Bottles
750ml Deer Camp Vodka	12 Bottles
750ml Ice Dunes Vodka	12 Bottles
750ml Jack Pine Gin	12 Bottles
750ml Limoncello De Leelanau	12 Bottles
750ml Manitou Passage Rum	12 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective March 3, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Grand Traverse Distillery, L.L.C. (General Wine & Liquor Co.)	750ml Gr Trav Dist 100% Corn Whiskey	12 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	1000ml Mohawk Cr De Mnt White 30	12 Bottles
Lohr Distributing Co Inc. (General Wine & Liquor Co.)	200ml Deau VS (Flask) Cognac	48 Bottles
Ole Smoky Distillery, LLC (NWS Michigan, Inc.)	750ml Ole Smoky Moonshine Blkbry	12 Bottles
Pernod Richard USA, LLC (NWS Michigan, Inc.)	750ml Oddka Salty Caramel Popcorn	12 Bottles

Sazerac Company, Inc. 750ml Firefly Strawberry Moonshine 12 Bottles
 (NWS Michigan, Inc.)

That the request of Grand Traverse Distillery, L.L.C., holder of 2013 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective March 3, 2013; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Grand 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>
750ml Grand Trav Dist Peninsula Gin	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective February 3, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Hornitos Plata w/50ml Lime Shot	12 Bottles
Sidney Frank Importing Co. Inc. (General Wine & Liquor Co.)	750ml Jagermeister w/Pewter Shooter	12 Bottles
E. &J. Gallo Winery (General Wine & Liquor Co.)	750ml Shellback Slvr w/50ml Spiced	12 Bottles
	750ml Shellback Slvr w/50ml New Amster	12 Bottles
	750ml Shellback Slvr w/50ml New Berry	12 Bottles
	750ml Shellback Slvr w/50ml New Peach	12 Bottles
	750ml Shellback Spice w/50ml Silver	12 Bottles
	750ml Shellback Spice w/50ml New Amst	12 Bottles
	750ml Shellback Spice w/50ml New Berry	12 Bottles
	750ml Shellback Spice w/50ml New Peach	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective March 3, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Limon w/Audio Speaker	12 Bottles
	750ml Cazadores Reposado w/Flask	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	1750ml Smirnoff w/2-50mls PL	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective February 3, 2013:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Pinnacle Apple Vodka	12 Bottles
	750ml Pinnacle Banana Vodka	12 Bottles
	750ml Pinnacle Melon Vodka	12 Bottles
	750ml Pinnacle Root Beer Vodka	12 Bottles
Kobrand Corporation (General Wine & Liquor Co.)	750ml Alize Bleu Passion	12 Bottles
	750ml Alize Gold Passion	12 Bottles
	1000ml Alize Gold Passion	12 Bottles
	750ml Alize Red Passion	12 Bottles
	1000ml Alize Red Passion	12 Bottles
	750ml Alize Rose Passion	12 Bottles
McCormick Distilling Company, Inc. (General Wine & Liquor Co.)	750ml McCormick Blueberry Vodka	12 Bottles
	1750ml McCormick Brandy	6 Bottles
	1000ml McCormick Brandy PL	12 Bottles
	1000ml McCormick Silver PL	12 Bottles
Proximo Spirits, Inc. (General Wine & Liquor Co.)	750ml Hangar One Buddha's Hand	6 Bottles
	750ml Hangar One Kaffier Lime	6 Bottles
	750ml Hangar One Mandarin Blossom	6 Bottles
	750ml Hangar One Straight	6 Bottles
Remy Cointreau USA, Inc. (NWS Michigan, Inc.)	750ml Macallan 1841 Replica	6 Bottles
	750ml Macallan SO-20 yr. MOF Watson	1 Bottle
	750ml Mt Gay Eclipse w/Neoprene	12 Bottles
	750ml Remy Martin Extra	1 Bottle
	375ml Remy Martin VSOP w/Neoprene	12 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	1000ml Pearl Vodka	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Ciroc Peach Vodka	6 Bottles
	750ml Ciroc Snap Frost Vodka	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective March 3, 2013:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	1000ml Mohawk Cr De Mnt White 40	12 Bottles
Remy Cointreau USA, Inc. (NWS Michigan, Inc.)	750ml Macallan Lalique 57 yr. Scotch	1 Bottle

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated January 14, 2013, motion carried by unanimous vote.

- IV. 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 was one license requesting price reductions for 14 locations; that 38 price reductions should be approved; and that 3 price reductions should be denied for the reasons stated in the attached reports. Mr. Robinson advised these special price reductions were processed under the provisions of the above noted Commission Order which has been since rescinded.

Mr. Robinson 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. He advised there were three different licensees requesting price reductions; that 21 price reductions should be approved; and that there were no price reductions to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 59 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 reductions be denied for the reasons stated in the attached Notification of Denial for Price Reduction reports, motion carried by unanimous vote.

- V. Mr. Robinson presented the November 2012 financial report which shows the results of our operations for the period of October 1, 2012 through November 30, 2012. He advised the report needed to be adjusted in order to be comparable as there was an extra week of sales in November 12. He stated Total Gross Sales increased by almost \$8.6 million or 5.1%, with Distilled Spirit cases sold up 17,644 or 1.5%. Mr. Robinson advised the Net Income from liquor sales is down approximately \$1.7 million or 5.8%, but the decrease is due to the 1.85% specific tax that was eliminated on October 1, 2012 and higher expenses for Technology services. He reported Beer and Wine taxes received in the new fiscal year are actually better than they appear in the report as the 2011 amounts for these two taxes had accounting entries that should have been made in November 2011, and were not made until February 2012. Mr. Robinson advised when the effects of those entries are removed from the totals, Beer taxes are up \$75,000, and Wine taxes are higher by almost \$200,000.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the November 2012 Financial Report, be accepted, motion carried by unanimous vote.

VI. Old Business

There was no Old Business.

VII. New Business

Mr. Robinson presented a proposed Bulletin for the submission of quotations for Price List No. 23, which is effective April 28, 2013. He stated this is a quarterly reminder that is sent to Vendors and Vendor Representatives to remind them of the deadline for the next price book.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Bulletin 2013-01, be approved as written and presented, motion carried by unanimous vote.

VIII. Public Comments

Chairman Deloney discussed the ongoing transformation of the licensing procedures to accomplish a simple, fair and efficient process, including the expansion of the use of the consent agenda.

With no further business, moved by Commissioner Quimby, supported by Commissioner Olshove, that the business meeting be adjourned at 1:27 p.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman