



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, December 11, 2012
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
Julie Wendt, Director of Executive Services Division
Andy Neumann, Director of Administrative Services Division
Tim Kovacik, Deputy Director of Executive Services Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 12:07 p.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of November 27, 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 December 30, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sidney Frank Importing Co., Inc. (General Wine & Liquor Co.)	750ml American Harvest Organic Spirit	6 Bottles
MHW, Ltd. (NWS Michigan, Inc.)	750ml Clement Creole Shrub Liqueurs	6 Bottles
	750ml Clement Premiere Canne Rum	6 Bottles
	1000ml Clement Premiere Canne Rum	6 Bottles
	750ml Clement V.S.O.P. Rum	6 Bottles

	750ml Clement X.O. Rum	6 Bottles
	750ml Clement 10 yr. Rum	6 Bottles
	750ml Clement 6 yr. Rum	6 Bottles
	750ml Homere Clement Cuvee Rum	6 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Eagle Rare 17 yr. Bourbon	3 Bottles
	750ml George T. Stagg Bourbon	3 Bottles
	750ml Old Rip Van Winkle Bbn 10 yr.	6 Bottles
	750ml Pappy Van Winkle Fam Res 20 yr.	3 Bottles
	750ml Pappy Van Winkles Fam Res 15 yr.	3 Bottles
	750ml Pappy Van Winkles Fam Res 23 yr.	3 Bottles
	750ml Sazerac Rye 18 yr.	3 Bottles
	750ml Thomas H Handy Sazerac Rye	3 Bottles
	750ml Van Winkle Fam Res Rye 13 yr.	3 Bottles
	750ml Van Winkle Special Reserve Bbn	6 Bottles
	750ml William LaRue Weller Bourbon	3 Bottles
Thirteenth Colony Distilleries, LLC (NWS Michigan, Inc.)	750ml 13 th Colony Southern Corn	6 Bottles
	750ml 13 th Colony Southern Rye	6 Bottles
Ty Ku, LLC (NWS Michigan, Inc.)	50ml Ty Ku Citrus PL Liqueur	60 Bottles
	50ml Ty Ku Soju PL Liqueur	60 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	200ml Bird Dog Blackberry Whiskey	24 Bottles
	1750ml Bird Dog Blackberry Whiskey	4 Bottles
	50ml Bird Dog Hot Cinnamon Whiskey	60 Bottles
	375ml Bird Dog Hot Cinnamon Whiskey	12 Bottles
	50ml Bird Dog Peach Whiskey	60 Bottles
	375ml Bird Dog Peach Whiskey	12 Bottles
	375ml Kru Vodka (glass)	12 Bottles

That the request of Grand Traverse Distillery, L.L.C., holder of 2013 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective December 30, 2012; further prior to any sale and distribution of these products 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 these products:

<u>PRODUCT</u>	<u>PACK SIZE</u>
375ml Gr Trav True North Select Vodka	12 Bottles
375ml Gr Trav Dist Cherry Select Vodka	12 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 February 3, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Pernod Ricard, USA, LLC (NWS Michigan, Inc.)	750ml Wiser's 18 yr. Canadian	6 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	1000ml Citronge Liqueur	6 Bottles
Constellation Brands SMO, LLC (General Wine & Liquor Co.)	375ml Svedka Orange Cream Pop	12 Bottles
	375ml Svedka Strawberry Colada	12 Bottles
Whyte and MacKay Americas Limited LLC (General Wine & Liquor Co.)	750ml MacKinlay's Rare Scotch	6 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective December 30, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Pinnacle Peach Vodka	12 Bottles
	1000ml Pinnacle Peach Vodka	12 Bottles
Cana Distributors LLC (NWS Michigan, Inc.)	750ml Takall Vodka	12 Bottles
Fish Hook Distilling Company, LLC (General Wine & Liquor Co.)	750ml Valentine Liberator Gin	12 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml High Rise Vodka	12 Bottles
	750ml High Rise Cherry Vodka	12 Bottles
	50ml High Rise Cherry PL Vodka	120 Bottles
	1750ml High Rise Cherry PL Vodka	6 Bottles
	750ml High Rise Citrus Vodka	12 Bottles
	50ml High Rise Citrus PL Vodka	120 Bottles
	1750ml High Rise Citrus PL Vodka	6 Bottles
	50ml High Rise Combo Cntr Unit PL	120 Bottles
	50ml High Rise PL Vodka	120 Bottles
	1750ml High Rise PL Vodka	6 Bottles
Pearson & Pearson, LLC (NWS Michigan, Inc.)	750ml Viral Lolli Vodka	12 Bottles
	750ml Viral Mint Vodka	12 Bottles
	750ml Viral Salty Vodka	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	1000ml Fris Whipped Vodka	12 Bottles
	1750ml Fris Whipped PL Vodka	6 Bottles
	750ml Malibu Island Spiced Rum	12 Bottles
	1000ml Malibu Island Spiced Rum	12 Bottles
RGI Brands, LLC (NWS Michigan, Inc.)	750ml Corn Star Whiskey	12 Bottles
	750ml Orange V Vodka	12 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	1750ml Arrow Long Island Tea PL	6 Bottles
	750ml Ezra Brooks Cinnamon Whiskey	12 Bottles

	750ml Pearl Apple Pie Vodka	12 Bottles
	1000ml Pearl Apple Pie Vodka	12 Bottles
	50ml Pearl Apple Pie PL Vodka	120 Bottles
	1750ml Pearl Apple Pie PL Vodka	6 Bottles
	50ml Pearl Cherry PL Vodka	120 Bottles
	1750ml Pearl Cherry PL Vodka	6 Bottles
	750ml Pearl Choc Covered Cherry	12 Bottles
	1000ml Pearl Choc Covered Cherry	12 Bottles
	50ml Pearl Choc Covered Cherry	120 Bottles
	1750ml Pearl Choc Covered Cherry	6 Bottles
	1750ml Pearl Citrus PL Vodka	6 Bottles
	50ml Pearl Grape PL Vodka	120 Bottles
	1750ml Pearl Grape PL Vodka	6 Bottles
	750ml Pearl Mint Chocolate Chip Vodka	12 Bottles
	1750ml Pearl Pomegranate PL	6 Bottles
	1000ml Pearl Red Berry Vodka	12 Bottles
	750ml Pearl Whipt Vodka	12 Bottles
	1000ml Pearl Whipt Vodka	12 Bottles
	50ml Pearl Whipt PL Vodka	120 Bottles
	1750ml Pearl Whipt PL Vodka	6 Bottles
Thirteenth Colony Distilleries, LLC (NWS Michigan, Inc.)	750ml 13 th Colony Southern Vodka	12 Bottles
	750ml Plantation Vodka	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Ciroc Coconut	12 Bottles
	50ml Smir Sorbet Light Mango Pass PL	120 Bottles
	750ml Smir Sorbet Light Mango Passion	12 Bottles
	1000ml Smir Sorbet Lght Mango Passion	12 Bottles
	50ml Smir Sorbet Lght Rasp Pomeg PL	120 Bottles
	750ml Smir Sorbet Lght Rasp Pomeg	12 Bottles
	1000ml Smir Sorbet Lght Rasp Pomeg	12 Bottles
	750ml Smir Sorbet Light Lemon	12 Bottles
	50ml Smir Sorbet Light Lemon PL	120 Bottles
Uncle Don's Apple Pies, LLC (NWS Michigan, Inc.)	750ml Big Gun Vodka PL	12 Bottles
	375ml Uncle Don's Country Apple PL	24 Bottles
	750ml Uncle Don's Country Apple PL	12 Bottles
	375ml Uncle Don's Country Peach PL	24 Bottles
	750ml Uncle Don's Country Peach PL	12 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	750ml Bird Dog Hot Cinnamon Whiskey	12 Bottles
	750ml Bird Dog Peach Whiskey	12 Bottles
	750ml Kru Vodka (glass)	12 Bottles
	1750ml Kru Vodka (glass)	6 Bottles

That the request of Grand Traverse Distillery, L.L.C., holder of 2013 Small Distiller license, for addition of the following products to the approved products list, be approved for listing, effective December 30, 2012; further prior to any sale and distribution of these products

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 these products:

<u>PRODUCT</u>	<u>PACK SIZE</u>
750ml Gr Trav True North Select Vodka	12 Bottles
750ml Gr Trav Dist Cherry Select Vodka	12 Bottles
750ml Gr Trav Dist Wheat Select Vodka	12 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>
Luxco, Inc. (General Wine & Liquor Co.)	1000ml Pearl Blueberry Vodka	12 Bottles
	1000ml Pearl Caramel Vodka	12 Bottles
	1000ml Pearl Citrus Vodka	12 Bottles
	1000ml Pearl Coconut Vodka	12 Bottles
	1000ml Pearl Cucumber Vodka	12 Bottles
	1000ml Pearl Orange Vodka	12 Bottles
	1000ml Pearl Peach Vodka	12 Bottles
	1000ml Pearl Plum Vodka	12 Bottles
	1000ml Pearl Pomegranate Vodka	12 Bottles
	1000ml Pearl Red Berry Vodka	12 Bottles
Constellation Brands SMO, LLC (General Wine & Liquor Co.)	1000ml Pearl Wedding Cake Vodka	12 Bottles
	50ml Svedka Orange Cream Pop Vodka	120 Bottles
	750ml Svedka Orange Cream Pop	12 Bottles
	1000ml Svedka Orange Cream Pop	12 Bottles
	1750ml Svedka Orange Cream Pop	6 Bottles
	50ml Svedka Strawberry Colada	120 Bottles
	750ml Svedka Strawberry Colada	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	1000ml Svedka Strawberry Colada	12 Bottles
	1750ml Svedka Strawberry Colada	6 Bottles
	1000ml Smir Sorbet Light Lemon Vodka	12 Bottles

That the request of Journeyman Distillery, LLC, holder of 2013 Small Distiller license, for addition of the following product to the approved products list, be approved for listing, effective February 3, 2013; further prior to any sale and distribution of this product through the Commission's spirit distribution system, Journeyman 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>
375ml Kissing Cousins Whiskey	24 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective December 30, 2012:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc.	750ml Bombay Sapphire East w/Tonic	6 Bottles
(General Wine & Liquor Co.)	750ml Cazadores Blanco w/Shot GI	12 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective December 30, 2012:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Sidney Frank Importing Co., Inc. (General Wine & Liquor Co.)	375ml Jacques Cardin Apple VSOP	12 Bottles
	750ml Jacques Cardin Apple VSOP	6 Bottles
	750ml Jacques Cardin VSOP	6 Bottles
	375ml Jacques Cardin VSOP (Flask)	12 Bottles
McCormick Distilling Company, Inc. (General Wine & Liquor Co.)	1000ml McCormick Vodka PL	12 Bottles
Sazerac Company, Inc. (NWS Michigan, Inc.)	750ml Eagle Rare 17 yr. Bourbon	6 Bottles
	750ml George T. Stagg Bourbon	6 Bottles
	750ml Old Rip Van Winkle Bbn 10 yr.	12 Bottles
	750ml Pappy Van Winkle Fam Res 20 yr.	12 Bottles
	750ml Pappy Van Winkles Fam Res 15 yr.	12 Bottles
	750ml Pappy Van Winkles Fam Res 23 yr.	6 Bottles
	750ml Sazerac Rye 18 yr.	6 Bottles
	750ml Thomas H Handy Sazerac Rye	6 Bottles
	750ml Van Winkle Fam Res Rye 13 yr.	12 Bottles
	750ml Van Winkle Special Reserve Bbn	12 Bottles
Shaw-Ross International Importers, LLC (NWS Michigan, Inc.)	750ml William LaRue Weller Bourbon	6 Bottles
	750ml Control Pisco Reservado Brandy	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Ciroc Coconut Vodka	6 Bottles
White Rock Distilleries, Inc. (NWS Michigan, Inc.)	750ml Baja Rosa Whipped Tequila	12 Bottles
	750ml Cabana Boy Kiwi Strawberry	12 Bottles
	750ml Epic Gummy Vodka	12 Bottles
	750ml Epic Orange Whipped Vodka	12 Bottles
	750ml Epic Whipped Vodka	12 Bottles

750ml Mancini's Apple Martini 48	12 Bottles
750ml Mancini's Tropical Martini	12 Bottles
750ml Melloni Melon Liqueur	12 Bottles
1750ml Migo Mango Margarita PL	6 Bottles
1750ml Migo Margarita PL	6 Bottles
1750ml Migo Strawberry Margarita 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>
Entente Spirits, LLC (Brandy Manufacturer)	375ml Black Walnut PL Liqueur	12 Bottles
	200ml Heart of Nectarine	12 Bottles
	200ml Heart of Peach	12 Bottles
	200ml Heart of Quince	12 Bottles
	750ml Naught Brandy	12 Bottles
Journeyman Distillery, LLC (Small Distiller)	750ml Journeyman Ravenswood Rye	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Wiser's 18 yr. Canadian	12 Bottles
Phillips Products Company, LLC. (General Wine & Liquor Co.)	200ml UV Grape PL Vodka	24 Bottles
	1750ml UV White Cake Vodka	6 Bottles
The Patron Spirits Company (NWS Michigan, Inc.)	1000ml Citronge Liqueur	12 Bottles
Luxco, Inc. (General Wine & Liquor Co.)	1000ml Pearl Blueberry Vodka	6 Bottles
	1000ml Pearl Caramel Vodka	6 Bottles
	1000ml Pearl Citrus Vodka	6 Bottles
	1000ml Pearl Coconut Vodka	6 Bottles
	1000ml Pearl Cucumber Vodka	6 Bottles
	1000ml Pearl Orange Vodka	6 Bottles
	1000ml Pearl Peach Vodka	6 Bottles
	1000ml Pearl Plum Vodka	6 Bottles
	1000ml Pearl Pomegranate Vodka	6 Bottles
	1000ml Pearl Red Berry Vodka	6 Bottles
1000ml Pearl Wedding Cake Vodka	6 Bottles	

Moved by Chairman Deloney, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated December 10, 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 twenty three different licensees requesting price reductions; that 157 price reductions should be approved; and that 10 price reductions should be denied for the reasons stated in the attached reports.

Moved by Chairman Deloney, supported by Commissioner Quimby, that the 157 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.

Moved by Chairman Deloney, supported by Commissioner Quimby, that the 10 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. Mr. Robinson presented a proposed Administrative Order that would rescind the order dated December 1, 2010 regarding Instant Coupon Transaction System for Distilled Spirits. He advised that the proposed Administrative Order would improve the coupon transaction system and better meet current marketing conditions.

Moved by Chairman Deloney, supported by Commissioner Olshove, that Administrative Order 2012-11, 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

Chairman Deloney thanked the industry representatives who regularly attend the business meetings and wished everyone a Merry Christmas and Happy Holidays.

With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 12:16 p.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman