



BUSINESS MEETING OF THE  
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, April 23, 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  
Julie Wendt, Director of Executive Services Division  
Anita Fawcett, Executive Services Division

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The meeting was called to order by Chairman Deloney at 2:55 p.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of April 9, 2013, 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 June 2, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
CNS Enterprises, Inc. (Chinese Import & Export)	375ml Red Star ER Guo Tou Jiu	12 Bottles
Double Diamond Distillery LLC (NWS Michigan, Inc.)	750ml Breckenridge Bourbon Whiskey	6 Bottles
	750ml Breckenridge Vodka	6 Bottles
Koval Inc. (NWS Michigan, Inc.)	750ml Koval Bourbon	6 Bottles
	375ml Koval Caraway	12 Bottles
	375ml Koval Coffee	12 Bottles
	750ml Koval Four Grain American Blend	6 Bottles
	375ml Koval Jasmine	12 Bottles

	750ml Koval Millet Whiskey	6 Bottles
	750ml Koval Oat Whiskey	6 Bottles
	375ml Koval Orange Blossom	12 Bottles
	375ml Koval Rose Hip	12 Bottles
	750ml Koval Rye Whiskey	6 Bottles
	750ml Koval Toasted Barrel Millet	6 Bottles
	750ml Koval Toasted Barrel Oat	6 Bottles
	750ml Koval Toasted Barrel Rye	6 Bottles
	750ml Koval Toasted Barrel Spelt	6 Bottles
	750ml Koval Toasted Barrel Wheat	6 Bottles
	750ml Koval White Rye	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Powers Signature Release Whiskey	6 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	200ml Club Gin Martini-Can	24 Bottles
	200ml Club Manhattan-Can	24 Bottles
	200ml Club Peach Martini-Can	24 Bottles
	200ml Club Vodka Martini-Can	24 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	375ml Kinky Blue	12 Bottles
	50ml Kinky Blue PL	60 Bottles
Western Spirits Beverage Company, LLC (General Wine & Liquor Co.)	375ml Twenty Grand – 100	12 Bottles
	750ml Twenty Grand – 100	6 Bottles
Winebow, Inc. (NWS Michigan, Inc.)	750ml Port Charlotte Peat Project	6 Bottles

**B.** That the following requests for addition of product to the approved products list be approved for listing, effective June 2, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
CNS Enterprises, Inc. (Chinese Import & Export)	750ml Red Star ER Guo Tou Jiu	12 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	1000ml Malibu Swirl Rum	12 Bottles
	50ml Oddka Variety Pack	120 Bottles
Stoller Wholesale Wine & Spirits, Inc. (NWS Michigan, Inc.)	750ml Drumguish Single Highland Malt	12 Bottles
United States Distilled Products Co. (General Wine & Liquor Co.)	750ml Kinky Blue	12 Bottles

That the request of Northern Latitudes Distillery, LLC holder of 2013 Small Distiller license, for the addition of the following products to the approved products list, be approved for listing, effective June 2, 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 Apollo Vodka	12 Bottles
750ml Mackinac Island Fudge	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective June 2, 2013:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	750ml Bacardi Superior/Acrylic Cup	6 Bottles
Pernod Ricard USA, LLC (NWS Michigan, Inc.)	750ml Grey Goose Cherry Noir/Rock GI	6 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, Inc.)	375ml Fris w/50ml Seagram Gin PL	24 Bottles
Sutter Home Winery, Inc. (General Wine & Liquor Co.)	375ml Seagram's Extra w/50ml Peach Tw	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	750ml Belvedere Vodka w/Shot GI	6 Bottles
	750ml Tres Agaves Blanco w/Marg Mix	6 Bottles
	1750ml Ketel One Vodka w/Pitcher	3 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective June 2, 2013:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Cruzan Aged Light w/Jar Gls	6 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	750ml Cruzan Coconut Rum w/Jar Gls	6 Bottles
	750ml Blackheart Prem Spiced w/Tumbler	6 Bottles

**Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated April 22, 2013, 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 September 11, 2012, regarding special price reductions on spirit products, which

was effective on January 1, 2013. He advised there were seventeen (17) different licensees requesting price reductions; that 836 product price reductions could be approved; and that there were zero (0) products to be denied.

**Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 836 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor reports, motion carried by unanimous vote.**

- VI. Mr. Robinson presented the report for Delisting of Liquor Codes with Minimal Sales and requested that 496 products listed on the attached sheets, be delisted effective June 30, 2013, per Bulletin No. 2012-09, dated June 5, 2012. He advised this process is carried out biannually for one year sales periods at the end of March and September, to control the number of products contained in the MLCC Price Book. Mr. Robinson stated the Vendors of Spirits and the Vendor Representatives are contacted via email and by letter that their products are being delisted, and given the opportunity to demonstrate why their products should continue to be offered in the Price Book.

Chairman Deloney stated that Michigan is a unique control state because the MLCC doesn't own retail stores or warehouses. He advised we have a progressive system for allowing new spirit products to be sold in this state, but the MLCC must be sure that the approved spirit products perform satisfactorily in the marketplace to continue to be listed in the Price Book. He stated this new business operating procedure for delisting spirit products is a good way to keep the number of products in the Price Book under control which results in the licensees being able to find the products they want to order and only warehousing spirit products with consistent demand in the marketplace.

**Moved by Chairman Deloney, supported by Commissioner Quimby, that the Delisting Report for minimal sales, 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 Old Business.

**VII. Public Comments**

There were no Public Comments.

**VIII. Moved by Commissioner Quimby, supported by Commissioner Olshove, that the minutes of the Closed Session meeting of April 22, 2013, be approved as written and presented, motion carried by unanimous vote.**

**With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 3:07 p.m., motion carried by unanimous vote.**

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Andrew J. Deloney  
Chairman

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Anita Fawcett  
Executive Services