



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, November 19, 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: Julie Wendt, Director of Executive Services Division
Pam Hamilton, Deputy Director of Finance Division
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:02 a.m., noting a quorum was present.

I. Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of November 5, 2013, 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 meet other exceptions as indicated and be approved for listing in the approved products list effective December 29, 2013:

| <u>COMPANY/ADA</u> | <u>PRODUCT</u> | <u>PACK SIZE</u> |
|--|--------------------------------------|------------------|
| Castle Brands (USA) Corp. (General Wine & Liquor Co.) | 750ml Jefferson's Pres Select 25 yr | 6 Bottles |
| Dry Fly Distilling Inc (NWS Michigan, Inc.) | 375ml Dry Fly Barrel Aged Gin | 6 Bottles |
| High West Distillery, LLC (NWS Michigan, Inc.) | 750ml High West 7000 Peach | 6 Bottles |
| | 375ml High West American Prairie Rsv | 12 Bottles |
| | 750ml High West American Prairie Rsv | 6 Bottles |
| | 750ml High West Barrel Boulevardier | 6 Bottles |

| | | |
|---|--------------------------------------|------------|
| | 750ml High West Barrel Manhattan | 6 Bottles |
| | 750ml High West Campfire | 6 Bottles |
| | 375ml High West Double Rye | 12 Bottles |
| | 750ml High West Double Rye | 6 Bottles |
| | 375ml High West Rendezvous Rye | 12 Bottles |
| | 750ml High West Rendezvous Rye | 6 Bottles |
| | 750ml High West Silver OMG Pure Rye | 6 Bottles |
| | 750ml High West Silver Western Oat | 6 Bottles |
| | 750ml High West Vodka 7000 | 6 Bottles |
| | 750ml High West Son of Bourye | 6 Bottles |
| International Beverage Co., Inc. (General Wine & Liquor Co.) | 750ml Deanston Virgin Oak Scotch | 6 Bottles |
| New Holland Brewing Company, L.L.C. (General Wine & Liquor Co.) | 375ml New Holland Double Down Barley | 12 Bottles |
| | 375ml New Holland Walleye Rye | 12 Bottles |
| The Patron Spirits Company (NWS Michigan, Inc.) | 375ml Pyrat XO Reserve Rum | 12 Bottles |
| Serralles USA, LLC (General Wine & Liquor Co.) | 750ml H.R. Schoolcraft Wondermint | 6 Bottles |
| The Country Vintner, Inc. (NWS Michigan, Inc.) | 750ml Vilya Spirits Absinthe Blanche | 6 Bottles |
| Western Spirits Beverage Company, LLC (General Wine & Liquor Co.) | 50ml Bird Dog Bourbon | 60 Bottles |
| | 375ml Bird Dog Bourbon | 12 Bottles |
| | 1750ml Bird Dog Bourbon | 4 Bottles |

B. That the following requests for addition of product to the approved products list be approved for listing, effective December 29, 2013:

| <u>COMPANY/ADA</u> | <u>PRODUCT</u> | <u>PACK SIZE</u> |
|---|-----------------------------------|------------------|
| Skyy Spirits, LLC (General Wine & Liquor Co.) | 1000ml Coruba Dark Rum | 12 Bottles |
| Diageo Americas, Inc. (NWS Michigan, Inc.) | 50ml Captain Morgan White Rum | 120 Bottles |
| | 1750ml Captain Morgan White Rum | 6 Bottles |
| | 200ml Captain Morgan White Rum PL | 48 Bottles |
| | 375ml Captain Morgan White Rum PL | 24 Bottles |
| Western Spirits Beverage Company, LLC (General Wine & Liquor Co.) | 750ml Bird Dog Bourbon | 12 Bottles |

That the request of Northern Latitudes Distillery, LLC, holder of 2013 Small Distiller license, for addition of the following product to the approved products list with case size exceptions, be approved for listing, effective December 29, 2013; further prior to any sale and

distribution of the product 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 the product:

| <u>PRODUCT</u> | <u>PACK SIZE</u> |
|-----------------------------|------------------|
| 750ml Northern Roots Ginger | 12 Bottles |

C. That the following requests for promotional or special packaging be approved for listing, effective December 29, 2013:

| <u>COMPANY/ADA</u> | <u>PRODUCT</u> | <u>PACK SIZE</u> |
|--|--|------------------|
| Bacardi U.S.A., Inc. (General Wine & Liquor Co.) | 375ml Grey Goose w/50ml Cherry Noir | 12 Bottles |
| Four Roses Distillery LLC (General Wine & Liquor Co.) | 750ml Four Roses Single Barrel w/2 GlS | 6 Bottles |
| | 750ml Four Roses Small Batch w/Shaker | 6 Bottles |

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective December 29, 2013:

| <u>COMPANY</u> | <u>PRODUCT</u> | <u>PACK SIZE</u> |
|--|--------------------------------------|------------------|
| Jim Beam Brands Co. (NWS Michigan, Inc.) | 50ml DeKuyper Raspberry Pucker | 120 Bottles |
| Laird and Company (NWS Michigan, Inc.) | 375ml Five O'Clock Gold Rum | 24 Bottles |
| New Holland Brewing Company, L.L.C. (2013 Small Distiller) | 375ml New Holland Double Down Barley | 12 Bottles |

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated November 14, 2013, 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 twenty-six (26) different licensees requesting price reductions; that 671 product price reductions could be approved; and that 4 product price reductions should be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 671 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 4 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. Old Business.

There was no Old Business.

V. New Business.

There was no New Business.

VI. Public Comments.

Chairman Deloney advised that a meeting was held with the Authorized Distribution Agents (ADAs), which included representatives from NWS Michigan, Inc. and General Wine and Liquor Company, Inc., to discuss issues and concerns. He stated he would like to see these become regularly scheduled meetings.

Faiz Asmary from NWS Michigan, Inc. discussed issues regarding the disposal of delisted and discontinued products that vendors of spirits do not remove from their warehouses. He indicated that going forward this will be a matter that they will attempt to address in the contracts with the vendors of spirits.

With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 11:10 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman