



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, March 4, 2014
Lansing District Office
7150 Harris Drive
Lansing MI 48909

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

Absent: None

Staff: Pam Hamilton, Deputy Director of Finance Division
Kerry Krone, Business Manager
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 11:29 a.m., noting a quorum was present.

- I. **Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of February 25, 2014, be approved as written and presented, motion carried by unanimous vote.**

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission Closed Session meeting of February 25, 2014, 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 March 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	750ml Vizcaya Cask 12 Rum	6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	50ml Pinnacle PL Gin	120 Bottles

E. & J. Gallo Winery (General Wine & Liquor Co.)	200ml New Amsterdam Orange	24 Bottles
	50ml New Amsterdam Orange PL	60 Bottles
	200ml New Amsterdam Pineapple	24 Bottles
	50ml New Amsterdam Pineapple PL	60 Bottles
	375ml Viniq	12 Bottles
123 Spirits (General Wine & Liquor Co.)	750ml 123 Organic Anejo "3"	6 Bottles
	750ml 123 Organic Blanco "1"	6 Bottles
	750ml 123 Organic Reposado "2"	6 Bottles
Park Street Imports LLC (NWS Michigan, Inc.)	1000ml Domaine De Canton	6 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, Inc.)	750ml Ardbeg Auriverdes Scotch	6 Bottles
	750ml Belvedere Mango Passion	6 Bottles
	1000ml Belvedere Mango Passion	6 Bottles
	750ml Glenmorangie Companta	6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Auchentoshan American Oak	6 Bottles
	750ml Bowmore Small Batch Reserve	6 Bottles
	750ml Cabo Diablo Coffee	6 Bottles
	750ml Hibiki 12 yr. Whiskey	6 Bottles
Veev Spirits, L.L.C. (General Wine & Liquor Co.)	750ml Veev Acai Liqueur	6 Bottles
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	750ml John B. Stetson Bourbon	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 May 4, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
A. Hardy/U.S.A. Ltd. (General Wine & Liquor Co.)	750ml Vizcaya Cristal Rum	6 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective March 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	1750ml DeWar's Special Reserve 12 yr.	6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Pinnacle Gin	24 Bottles
	375ml Pinnacle (Flask) PL Vodka	24 Bottles

	50ml Pinnacle Atomic Hot Cntr PL	120 Bottles
	50ml Pinnacle Blackberry PL	120 Bottles
	50ml Pinnacle Cake PL	120 Bottles
	375ml Pinnacle Cake PL	24 Bottles
	375ml Pinnacle Cherry (Flask) PL	24 Bottles
	375ml Pinnacle Cherry PL	24 Bottles
	50ml Pinnacle Cherry Whipped PL	120 Bottles
	50ml Pinnacle Chocolate Whipped PL	120 Bottles
	50ml Pinnacle Cinnabon Cinn Roll	120 Bottles
	50ml Pinnacle Coconut PL	120 Bottles
	375ml Pinnacle Coconut PL	24 Bottles
	50ml Pinnacle Cookie Dough PL	120 Bottles
	50ml Pinnacle County Fair Cotton PL	120 Bottles
	375ml Pinnacle County Fair Cotton PL	24 Bottles
	50ml Pinnacle Cucumber Watermelon	120 Bottles
	375ml Pinnacle Grape PL	24 Bottles
	50ml Pinnacle Key Lime Whipped PL	120 Bottles
	50ml Pinnacle Marshmallow PL	120 Bottles
	50ml Pinnacle Orange Whipped PL	120 Bottles
	50ml Pinnacle Peach PL	120 Bottles
	200ml Pinnacle Peach PL	48 Bottles
	375ml Pinnacle Peach PL	24 Bottles
	50ml Pinnacle Pineapple PL	120 Bottles
	50ml Pinnacle PL Vodka	120 Bottles
	200ml Pinnacle PL Gin	48 Bottles
	200ml Pinnacle PL Vodka	48 Bottles
	50ml Pinnacle Rainbow Sherbet PL	120 Bottles
	50ml Pinnacle Red Berry PL	120 Bottles
	375ml Pinnacle Red Berry PL	24 Bottles
	375ml Pinnacle Red Liquorice PL	24 Bottles
	375ml Pinnacle Replica PL	24 Bottles
	375ml Pinnacle Strawberry Kiwi PL	24 Bottles
	50ml Pinnacle Strwbrry Shortcake PL	120 Bottles
	200ml Pinnacle Tropical Punch PL	48 Bottles
	375ml Pinnacle Whipped (Flask) PL	24 Bottles
	50ml Pinnacle Whipped PL	120 Bottles
	375ml Pinnacle Whipped Replica PL	24 Bottles
Sidney Frank Importing Co., Inc. (NWS Michigan, Inc.)	750ml Sortilege	12 Bottles
E. & J. Gallo Winery (General Wine & Liquor Co.)	375ml New Amsterdam Orange	24 Bottles
	1000ml New Amsterdam Orange	12 Bottles
	1750ml New Amsterdam Orange	6 Bottles

	375ml New Amsterdam Pineapple	24 Bottles
	1000ml New Amsterdam Pineapple	12 Bottles
	1750ml New Amsterdam Pineapple	6 Bottles
	750ml Viniq	12 Bottles
Heaven Hill Distilleries (General Wine & Liquor Co.)	50ml Burnett's Ruby Red Grapefruit	120 Bottles
	1750ml Burnett's Ruby Red Grapefruit	6 Bottles
	750ml Burnett's Ruby Red Grapefruit	12 Bottles
Diageo Americas, Inc. (NWS Michigan, Inc.)	50ml Bulleit Bourbon	120 Bottles
	750ml Captain Morgan 1671	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective March 30, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Diageo Americas, Inc. (NWS Michigan, Inc.)	1750ml Capt Morgan Spiced w/50ml Spiced	6 Bottles
	750ml Don Julio Blanco w/50ml Blanco	6 Bottles
	750ml George Dickel Old #12 w/2-50ml	12 Bottles
	750ml Ketel One w/2-50ml	12 Bottles
	1750ml Smirnoff 80 w/3-50ml	6 Bottles
	1750ml Smirnoff 80 w/3-50ml	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective March 30, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	375ml Pinnacle Gin	12 Bottles
	375ml Pinnacle (Flask) PL Vodka	12 Bottles
	50ml Pinnacle Atomic Hot Cntr PL	96 Bottles
	50ml Pinnacle Blackberry PL	96 Bottles
	50ml Pinnacle Cake PL	96 Bottles
	375ml Pinnacle Cake PL	12 Bottles
	375ml Pinnacle Cherry (Flask) PL	12 Bottles
	375ml Pinnacle Cherry PL	12 Bottles
	50ml Pinnacle Cherry Whipped PL	96 Bottles
	50ml Pinnacle Chocolate Whipped PL	96 Bottles
	50ml Pinnacle Cinnabon Cinn Roll	96 Bottles
	50ml Pinnacle Coconut PL	96 Bottles
	375ml Pinnacle Coconut PL	12 Bottles
	50ml Pinnacle Cookie Dough PL	96 Bottles
	50ml Pinnacle County Fair Cotton PL	96 Bottles

	375ml Pinnacle County Fair Cotton PL	12 Bottles
	50ml Pinnacle Cucumber Watermelon	96 Bottles
	375ml Pinnacle Grape PL	12 Bottles
	50ml Pinnacle Key Lime Whipped PL	96 Bottles
	50ml Pinnacle Marshmallow PL	96 Bottles
	50ml Pinnacle Orange Whipped PL	96 Bottles
	50ml Pinnacle Peach PL	96 Bottles
	200ml Pinnacle Peach PL	24 Bottles
	375ml Pinnacle Peach PL	12 Bottles
	50ml Pinnacle Pineapple PL	96 Bottles
	50ml Pinnacle PL Gin	96 Bottles
	50ml Pinnacle PL Vodka	96 Bottles
	200ml Pinnacle PL Gin	24 Bottles
	200ml Pinnacle PL Vodka	24 Bottles
	50ml Pinnacle Rainbow Sherbet PL	96 Bottles
	50ml Pinnacle Red Berry PL	96 Bottles
	375ml Pinnacle Red Berry PL	12 Bottles
	375ml Pinnacle Red Liquorice PL	12 Bottles
	375ml Pinnacle Replica PL	12 Bottles
	375ml Pinnacle Strawberry Kiwi PL	12 Bottles
	50ml Pinnacle Strwbrry Shortcake PL	96 Bottles
	200ml Pinnacle Tropical Punch PL	24 Bottles
	375ml Pinnacle Whipped (Flask) PL	12 Bottles
	50ml Pinnacle Whipped PL	96 Bottles
	375ml Pinnacle Whipped Replica PL	12 Bottles
Laird and Company (NWS Michigan, Inc.)	750ml Sortilege	12 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Frangelico Liq 40 w/Candle	6 Bottles
Veev Spirits, L.L.C. (General Wine & Liquor Co.)	750ml Wild Turkey 101 w/2 Gls	6 Bottles
Vision Wine & Spirits, LLC (General Wine & Liquor Co.)	750ml Veev Acai Liqueur	6 Bottles
	750ml John B. Stetson Bourbon	12 Bottles

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the above actions be taken in accordance with the E-Quote reports dated March 3, 2014, 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 176 product price reductions could be approved; and that there were zero product price reductions to be denied.

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the 176 special price reductions be approved as indicated on the attached Approval for Price Reduction on Liquor 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.

There were no Public Comments.

With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 11:34 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman



BUSINESS MEETING OF THE
MICHIGAN LIQUOR CONTROL COMMISSION

Held: Tuesday, March 25, 2014
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
Anita Fawcett, Executive Services Division

The meeting was called to order by Chairman Deloney at 9:40 a.m., noting a quorum was present.

- I. Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Commission meeting of March 4, 2014, be approved as written and presented, motion carried by unanimous vote.**

Moved by Commissioner Olshove, supported by Commissioner Quimby, that the minutes of the Closed Session meeting of March 5, 2014 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 May 4, 2014:**

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Sauza 901 Silver Tequila	6 Bottles
William Grant & Sons, Inc. (General Wine & Liquor Co.)	750ml Balvenie Sherry Cask 15 yr.	6 Bottles

Jomada Imports, LLC (NWS Michigan, Inc.)	750ml 79 Gold Caramel Spirit	6 Bottles
Mississippi River Distilling Company, L.L.C.	750ml Cody Road Bourbon Whiskey	6 Bottles
Monsieur Henri Wine Company (NWS Michigan, Inc.)	750ml Cody Road Rye Whiskey	6 Bottles
	750ml Siete Leguas Anejo Tequila	6 Bottles
	750ml Siete Leguas Blanco Tequila	6 Bottles
Wilson Daniels, Ltd. (General Wine & Liquor Co.)	750ml Siete Leguas Reposado Tequila	6 Bottles
	200ml Seagram's Peach Vodka	24 Bottles

B. That the following requests for addition of product to the approved products list be approved for listing, effective May 4, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
E. & J. Gallo Winery (General Wine & Liquor Co.) Luxco, Inc. (General Wine & Liquor Co.)	100ml New Amsterdam Orange	48 Bottles
	100ml New Amsterdam Pineapple	48 Bottles
	50ml Pearl Variety PL 12 Pk	120 Bottles

That the request of Eton Street Brewery, LLC, holder of 2013 Small Distiller license, for addition of the following products to the approved product list, be approved for listing, effective May 4, 2014; further prior to any sale and distribution of the products through the Commission's spirit distribution system, Eton Street Brewery, 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 Griffin Claw Gin	12 Bottles
750ml Griffin Claw Potato Vodka	12 Bottles
750ml Griffin Claw Rum	12 Bottles
750ml Griffin Claw Vodka	12 Bottles

C. That the following requests for promotional or special packaging be approved for listing, effective May 4, 2014:

<u>COMPANY/ADA</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Bacardi U.S.A., Inc. (General Wine & Liquor Co.)	1750ml Bacardi Supr w/50ml Mango Fus	6 Bottles
	1750ml Bacardi Supr w/50ml Mango Fus	6 Bottles
Jim Beam Brands Co. (NWS Michigan, Inc.)	750ml Pinnacle w/50ml Cinnabon Vodka	12 Bottles

Brown-Forman Corporation (General Wine & Liquor Co.)	750ml Gentleman Jack w/Jigger	6 Bottles
Park Street Imports LLC (NWS Michigan, Inc.)	750ml Aviation w/2 GIs & Recipe Book	6 Bottles
Moet Hennessy USA, Inc. (NWS Michigan, Inc.)	750ml Glenmorangie Orig w/3 50ml's	6 Bottles
Skyy Spirits, LLC (General Wine & Liquor Co.)	750ml Wild Turkey 101 w/Glass Boot	6 Bottles
Stoli Group (USA), LLC (General Wine & Liquor Co.)	750ml Stolichnaya 80 w/Lemonade Shaker	6 Bottles

D. That the following requests for deletion of product from the approved products list be approved for delisting, effective May 4, 2014:

<u>COMPANY</u>	<u>PRODUCT</u>	<u>PACK SIZE</u>
Classic Wine Imports, Inc. (NWS Michigan, Inc.)	750ml Tomintoul 1967 Scotch	6 Bottles
Heaven Hill Distilleries, Inc. (General Wine & Liquor Co.)	50ml Burnett's Ruby Red Grapefruit	120 Bottles
International Spirits & Wines, LLC (NWS Michigan, Inc.)	375ml Buckwheat Otay Whiskey	12 Bottles
	750ml Curious Gin	6 Bottles
	375ml Defiant Rye Whiskey	12 Bottles
	375ml Most Righteous Bourbon	12 Bottles
	750ml Peace Vodka	6 Bottles
Palm Bay International, Inc. (General Wine & Liquor Co.)	375ml Wicked White Whiskey	12 Bottles
	750ml 901 Tequila Anejo	6 Bottles
	750ml 901 Tequila Reposado	6 Bottles
The Country Vintner, Inc. (NWS Michigan, Inc.)	750ml 901 Tequila Silver	6 Bottles
	750ml Ridge Absinthe Verte	6 Bottles

Moved by Commissioner Quimby, supported by Commissioner Olshove, that the above actions be taken in accordance with the E-Quote reports dated March 24, 2014, motion carried by unanimous vote.

III. Mr. Robinson presented the January 2014 Financial Report which shows the results of our operations for the period of October 1, 2013 through January 2014. He advised the report will contain three (3) extra sales days when compared to last year. Mr. Robinson stated the Total Gross Sales increased over last year by almost \$15.6 million or 4.0%, and the Distilled Spirit cases sold decreased 19,479

or .7%. He advised the Net Income from spirit sales was up approximately \$1.0 million or 1.7%, and that Beer taxes are higher by almost \$576,000, with Wine taxes being lower by \$81,000.

Moved by Commissioner Quimby, supported by Commissioner Olshove, that the January 2014 Financial Report, be accepted, motion carried by unanimous vote.

IV. Old Business.

There was no Old Business.

V. New Business.

There was no New Business.

VI. Public Comments.

There were no public comments.

With no further business, moved by Commissioner Olshove, supported by Commissioner Quimby, that the business meeting be adjourned at 9:45 a.m., motion carried by unanimous vote.

Anita Fawcett
Executive Services

Andrew J. Deloney
Chairman