



STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
LIQUOR CONTROL COMMISSION

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In the matter of the Business Operating Procedure)
on the Distribution of Value Added Packages)
During the Holidays by the Authorized Distribution)
Agents)

General Wine & Liquor Company, Inc.)
373 Victor Avenue)
Highland Park, MI 48203)

NWS Michigan, Inc.)
17550 Allen Road)
Brownstown, MI 48192)

Chinese Import & Export Co.)
1100 Owendale – Suite F)
Troy, MI 48083)

At the September 11, 2012 meeting of the Michigan Liquor Control Commission
(Commission) in Lansing, Michigan.

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

ADMINISTRATIVE ORDER NO. 2012-08
HOLIDAY DISTRIBUTION OF VALUE ADDED PACKAGES

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. MCL 436.1201(2) provides the Commission with the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the manufacture, importation, possession, transportation and sale thereof. Further, administrative rule R 436.1802(14) authorizes, the Commission by order to establish further business operating procedures for authorized distribution agents (ADAs) relative to the wholesaling and distribution of spirits.

Previously the Commission approved an Administrative Order on March 28, 2006 establishing criteria for the distribution of spirit value-added packages. This Order did not achieve its intended purpose, an equitable distribution of value added packages during the holiday season. Instead this order became an unnecessary restriction on the packaging and marketing trends in this industry.

After the review and discussion of this issue at the meeting, the Commission finds that this Administrative Order should be rescinded.

THEREFORE, IT IS ORDERED that the Administrative Order of the Commission dated March 28, 2006 is hereby RESCINDED, effective immediately.

MICHIGAN LIQUOR CONTROL COMMISSION

Andrew J. Deloney, Chairman

Teri L. Quimby, Commissioner

Dennis Olshove, Commissioner

Date: September 11, 2012

sdr