

2018 MMBA Facility Award Nominations
(In no particular order)



Brooklyn Center Bottlelox Program



Michelle Olek & Friend Bruce Willis

What is a Bottlelox???



There are 2 deterrents with this product, it sets off an alarm when you walk out the door without it being removed.

It is also really tough to get off the bottle if you do get it outside the store.

The Challenge.....

- Capping Every Bottle
- Ordering Correct Size Caps & Quantity
- Creating & Integrating Process for Continual Use
- Getting Sales Representatives on the Correct Page

The Result....

The payoff has been huge success!

Before we started the program we had about \$14,000 shortages a year in Liquor at store #1.

With the Bottlelox last year we had a \$2400 shortage.

Bagley Liquor Tasting Room



10 Years Ago, Wine Tastings Were Held in a
Back Room Surrounded by
Freight Liquor, Wine & Beer



(Simulation)

New 2013 Store had a Multi-Purpose Room...

- Employee Break Room
- Tasting Area
- New Item Receiving Area
- Staff Office Space

Bagley Liquor Multi-purpose Room Before December 2017



View of presentation area.

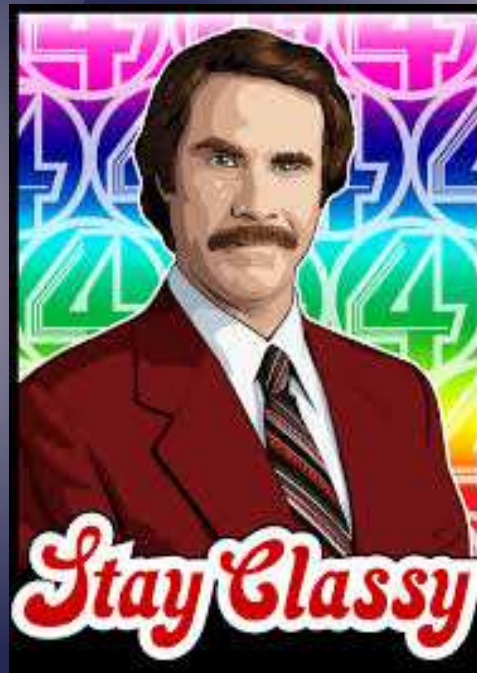


Tasting room view from the side of room. Setup for liquor tasting.



Tasting room view from the front of room. Setup for liquor tasting.

In 2017, it was Time to Upgrade...



Bagley Liquor Multi-purpose After December 2017



Entrance to tasting room with doors closed view from sales floor.



Entrance to tasting room with doors open view from sales floor.



Tasting room view from the back of room.



Tasting room view from the front of room.

Bagley Liquor Multi-purpose Walls of Info



Italy and Port Vineyards wine region maps.



Germany, and France wine region maps



California, Washington, and South America wine region maps



wreath of friend ship and loyalty

Bagley Liquor Multi-purpose presentation area



View of presentation area.



View of presentation area with tv for power point or Skype

The Results...

I have requested our sales Rep to taste out at least one high end wine per class.

Because in the past we had high end wines and not been able to sell very many of them after a tasting.

I have had port tastings in the past and could not get them to buy even one bottle.

The first class after the renovations our customers were willing to buy a \$25 bottle of port, we sold about a case and a half that night.

The next class we had a \$30 bottle of pinot the customers went after like it was a \$10 to \$15 item.

That night we sold more of the high end than the lower price wines.

And the nice part is I had to reorder both wine the next following months literally doubling their sales for the year.

The Pickle Factory





Bocce Ball(s)

We listened to our customers and it paid off big time!!!

We had the Springstead study done last year and our combination store was far below the state standard for wages.

I decided to go to the city council and ask them if I could put in four bocce ball courts and have a bocce ball league to help make the bar money to offset the increase in wages.



The trees were removed by the city maintenance crew and the construction, labor, and materials were all donated by John Babinski and his construction company. The picnic tables were all donated by four different patrons at the bar.



The only expense I had was for the four sets of bocce balls at \$750.00.



The Pickle Factory had eight teams last year and was able to show about a 25% increase in revenue over the previous year on league nights and this year we are looking at sixteen teams.

The bocce ball courts are open to the public and there are people playing bocce at all times of the day. It was a great opportunity for the bar and for the city to have these put in.



Mazeppa Facility Investment



Identify the Need

- Deferred Maintenance
- Wiring
- Plumbing
- Restrooms
- Entrance Doors
- Bar Working Space
- Poor Lighting
- Lack of Seating

STICKER SHOCK!!!!

\$235,000!!!!!!

How Are We Going to Pay for This???

The City had enough reserves to borrow from to pay for the project.

Profits from MMLS would be directed back to the reserve funds to pay for this inter-fund loan.

Let's Stay Open During Construction!!



In addition to noise, dust and other obstacles, customers used outdoor satellite style toilets, in freezing weather for 2 months.



Windows added to front entry, creating a more inviting first impression.



View of increased seating capacity, easy access to patio area.



Second view to added seating and access to patio.



More room for staff to do their work!

Success!!

Initial Goals Accomplished:

- Safer & More Efficient Building
- Pleasant Work Area
- Restrooms ADA Compliant
- Increase Floor / Seating Space

Kept Good Crowds and Regularly Fills Newly Created Seating.

Confident Investment Will Pay Off in Larger Profits

Rosé by Any Other Name in Delano



With the fairly new popularity of rosé everything.....



...we created a very nice rosé section....



...and built an Easter display with our Clydesdale.

Notice the stylish Easter Bonnet!

Results

Our rosé section has become very well picked at and customers are loving the great and expanded selection we can offer in this category.

Spirits of Nisswa



Dropped Our Paid Print Adverts

Sales Are Still Showing an Upward Trend

Spirits of Nisswa

A couple of months leading up to September we decided to test trackable coupons in our local paper with some no-brainer deals... BOGO's & 1/2 off \$40 bottles... results were not impressive at all.

September 2017

We decided to opt out of our monthly paid advertisement in the local paper.



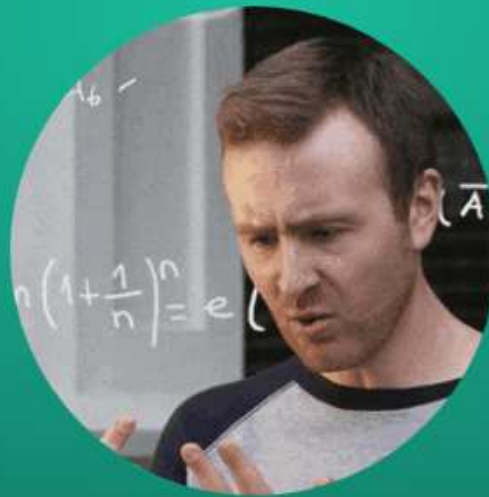
It wasn't quite this bad... but we had a theory.

We were spending \$300 a month for a quarter page advert in the middle of our local shopper paper.



Coincidentally, this is how we feel when we get home to the family too 😊😂😂

It was questionable if the print advert was driving business our way, so we decided to test a few months without the paid ad...



We continued to build our monthly
email newsletter subscriber base...
which is still free through mailchimp.com



The screenshot shows a landing page with a navigation menu at the top: Features, Pricing, Support, Learning, Blog, and What's New. The main heading is "Landing Pages Are Here" with a sub-headline "Just how easy are they to create? We'll try to sum it up:". Below this are three columns of content:

- Column 1:** "Build a landing page that gives your customers a clear call to action." (Illustrated with a desktop browser window showing a form).
- Column 2:** "When you're done designing, publish your page and track its performance." (Illustrated with a desktop browser window showing a "Weekend Sale" and a line graph).
- Column 3:** "Now, get your page the attention it deserves. Promote it on Facebook, Instagram, or both." (Illustrated with a smartphone displaying a "Share Our Sale!" notification).

A "Try It Out" button is located at the bottom center of the page.

Use online tool "YouZign.com" for graphic design for dummies... just \$10 a month.



[pricing](#)

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All the design tools you will ever need. In one place.

Create graphics for ads, social media covers, banners, videos, Kindle covers, eBook covers, blog graphics, business cards, flyers, coupons, memes and more in minutes with Youzign.

Join 41,000 Youzigners like [you](#) today.



Thus, we crafted our own
advertisements and had the beer
distributors print them for us for free.
Which takes just a few hours a month...

Our new in-house adverts

Spirits of Nisswa

 <p>Michelob Coolest on Tap 18pk 12oz can</p> <p>\$16.97</p>	 <p>Coors Light 12pk 16oz bottle</p> <p>\$10.47</p>	 <p>Goson Island 12pk 16oz bottle</p> <p>\$11.97</p>	 <p>Miller High Life 12pk 16oz bottle</p> <p>\$13.97</p>
 <p>Mike's All Purpose 6pk 16oz</p> <p>\$6.97</p>	 <p>Miller Lite or MBE 12pk 16oz</p> <p>\$16.97</p>	 <p>Rendall Jackson V70 12pk 16oz or 18oz</p> <p>\$9.97</p>	 <p>Rogers Tachaya V8 12pk 16oz or 18oz</p> <p>\$10.97</p>
 <p>Wimbeer 1.75L</p> <p>\$16.97</p>	 <p>Phillips Vodka 1.75L</p> <p>\$11.97</p>	 <p>Rendall Jackson V70 12pk 16oz or 18oz</p> <p>\$13.97</p>	 <p>Red Diamond Cabernet, Chardonnay, Merlot, Pinot, etc. 1.75L</p> <p>\$4.97</p>
 <p>Van N Star Brandy 1.75 Liter</p> <p>\$12.97</p>	 <p>Honorit Oalcheart 150ml</p> <p>\$9.97</p>	 <p>Fireball 150ml</p> <p>\$11.97</p>	 <p>Wolf Gang Puck 150ml</p> <p>\$4.97</p>

Expires: January 31st, 2018 | while supplies last

January Advert

Spirits of Nisswa

 <p>Miller Lite 12pk 16oz can</p> <p>\$16.97</p>	 <p>Coors Light or Banquet 18pk 12oz can</p> <p>\$16.97</p>	 <p>Samuel Adams Boston Lager 12pk 16oz can</p> <p>\$14.97</p>	 <p>Busch Banquet or Light 12pk 16oz</p> <p>\$14.97</p>
 <p>3rd Street Minnesota, 24oz & Light 12pk 16oz can</p> <p>\$8.97</p>	 <p>Natural Light 18pk 12oz can</p> <p>\$14.97</p>	 <p>Apostle Czech, Witte, Dark Beer</p> <p>\$8.97</p>	 <p>Rini Rumors Chardonnay</p> <p>\$12.97</p>
 <p>Svedka 40% Alc/Vol 1.75L</p> <p>\$16.97</p>	 <p>Captain Morgan 1.75L</p> <p>\$21.97</p>	 <p>Corked Cannon 40% Alc/Vol 1.75L</p> <p>\$9.97</p>	 <p>Barbed Wire 40% Alc/Vol 1.75L</p> <p>\$5.97</p>
 <p>Black Velvet 1.75L</p> <p>\$7.97</p>	 <p>E&J Brandy VS 1.75L</p> <p>\$16.97</p>	 <p>Linn 43 750ml</p> <p>\$14.97</p>	 <p>Tisdale 40% Alc/Vol 1.75L</p> <p>\$2.97</p>

Expires: February 28th, 2018 | while supplies last

February Advert

Spirits of Nisswa

 <p>Bud, Bud Light, Bud & Beers, Bud 55 18pk 12oz cans</p> <p>\$16.97</p>	 <p>Odeji IPA, 100% 12pk 16oz can</p> <p>\$14.97</p>	 <p>18pk 12oz bottle</p> <p>\$9.97</p>	 <p>Milwaukee's Best Light, 16 oz, 12pk 16oz can</p> <p>\$11.97</p>
 <p>Coors Light 18pk 12oz cans</p> <p>\$13.97</p>	 <p>Black Velvet 1.75L</p> <p>\$12.97</p>	 <p>New Amsterdam 1.75L</p> <p>\$16.97</p>	 <p>Corona 1.75L</p> <p>\$18.97</p>
 <p>Firefoot 40% Alc/Vol 1.75L</p> <p>\$4.97</p>	 <p>Monkey Day 40% Alc/Vol 1.75L</p> <p>\$5.97</p>	 <p>Toasted Head Chardonnay</p> <p>\$6.97</p>	 <p>Hesinged 1.75L</p> <p>\$7.97</p>

PENNY SALE
Buy ONE of these bottles at regular price... Get ONE more identical bottle for just ONE penny!

Expires: March 31st, 2018 | while supplies last

March Advert

We hang these adverts
everywhere in our store.



How's business been since then?



For the months affected after the change in adverts... we're up 3.38% on Gross Profit over last year.

So sales are steady despite dropping monthly newspaper advertising and going in-house plus a little Facebook advertisement for tastings and events.

Our goal this year is to continue to build our in-house email list and use it to reach our customers. We'll also use Facebook adverts to steer new customers our way.

Total savings of roughly \$3.5k
annually.

Perpetual Inventory in Columbia Heights



The Challenge

Perpetual inventory system needed for \$8 million operation

- Only counted inventory once per year.
- No day-to-day computer record of the quantity on hand of any given product.
- New Liquor Operations manager recently hired.

The Process

- Four employees took the ball and made it happen: Tom Costello, Tim Gouras, Steve Olson & Eric Shurson
- Throughout 2017, they inputted each item purchased and researched / resolved differences as they were detected.

A Huge Improvement to Many Aspects of the Operation, Truly Impacting What it can Contribute to the Community

- More Accurate & Timely Financial Reporting
- More Informed Purchasing
- Able to Carry Less Stock to Support Any Given Level of Sales
- Better Response to Slow-Moving items
- Better Theft Control
- Quicker Response to Customer Inquiries
- Reduced Inventory by \$600,000!

Wheelchairs in Longville



The Situation

- The Longville VFW lends area residents wheelchairs for free.
- Chairs are old, including chunks out of the wheels, mold, and arms falling off.



Let's Do a Wine Event & Raise Some Money!!

- Temporary on sale license for the parking lot
- Set up tents
- Ask vendors to Participate
- Advertise
- Cost was \$10 and special pricing in the store for items sampled



Success!!!!

- Purchased 4 Wheelchairs!
- Purchased 2 Knee Scooters!
- Donated \$800!
- Raised Awareness About VFW (Most didn't know it existed)
- Showed Community the Bottle Shop Cares About Longville & Its Citizens
- Increased Sales \$2,000

Customer Service in Isanti



Staff Training

- Don't become complacent. We encourage staff to challenge the status quo and suggest ideas or ways to improve customer service.
- We hold a wine and food pairing training event annually to increase sales of wine and customer satisfaction. (We also coordinate with two other local municipal liquor stores to have their staff attend as well.)
- We have in-house tasting events that allow customers and staff to increase their awareness of liquors, beers, and wines.
- Whenever a new product is brought in, staff is made aware of what it is and where it's located. A "New" shelf talker sign is also used to bring attention to the new product.
- Staff members are encouraged to ask questions when unsure.
- We don't believe in stupid questions, but rather help each other to be right, not wrong.

Staff Training

- We reward success.
- We communicate with staff to ensure that they are aware of promotions and current rebates.
- Staff members receive training to ensure that they know what to look for when checking someone's ID.
- We continually update a Holiday Focus Wine List for staff and customers to use to find the perfect wine for their meal.
- We continually update a Beer and Food Pairing List for staff and customers to use to find the perfect beer to go with their meal.

Details = Retail

- We greet every guest as they come into the store. This makes them feel welcome, and also deters theft.
- We have accurate pricing. Prices are clearly visible and sale prices are easily distinguishable from regular prices.
- “New” tags encourage customers to try new product.
- “Organic” tags help customers find the organic wine that they may be looking for with ease.
- Shelves are continuously restocked to make shopping more pleasant and easier for our customers. Stock is rotated to ensure that older product sells before newer product.
- We inventory everything in the store on a quarterly basis. This helps us to identify any stock or theft issues that we may have.
- We keep the store clean. Nobody likes to shop someplace that may be dirty enough to make them feel uncomfortable.

Have Product In Stock & Priced Right

- We work with other Municipal Liquor Stores to group buy product and lower our costs.
- We use reports to turn inventory efficiently.
- We work closely with vendors to buy product at the best price available.
- Customer feedback is used to bring in new product and increase sales.

Above & Beyond

- Staff members inform customers of rebates when applicable. When customers feel our staff members are looking out for them, they're more likely to come back.
- We offer a 10% discount to Seniors and Veterans on Tuesdays.
- We're eager to carry purchases out for customers.

Older customers
Large purchases

- We are personable and friendly to all customers.

Customer Feedback

- *“Was Great. The employees there are always cheerful and giving you the feeling of being welcome. Also it’s nice when they have promotions that make your visit fun, guaranteed to leave with a smile on your face.” – Richard T.*
- *“Great staff! They have several tasting events throughout the year. Good selection of Minnesota and craft beers plus a wonderful wine section.” – Melanie E.*
- *“Great prices and staff is AWESOME.” – Mike M.*
- *“Big walk in beer cooler and a large selection of liquor. Not to mention the very friendly staff!” – Jeff J.*
- *“Nice city-owned liquor store. Senior discount on Tuesdays! Large variety of wines, beers, and other beverages. Cold and not cold.” – Barb K.*