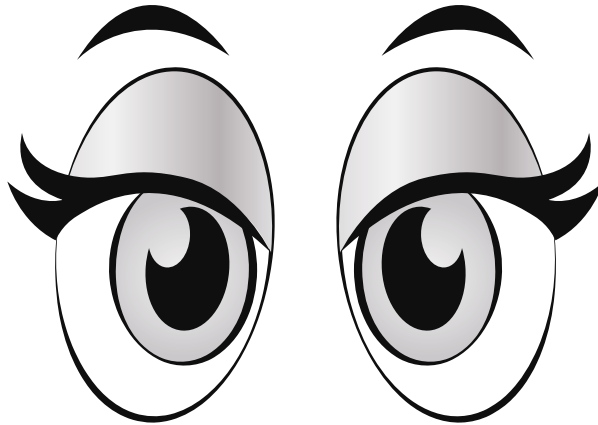


Official Publication of the
Minnesota Municipal Beverage Association
www.municipalbev.com



The Best of *As I See It*

PRSRRT STD
US POSTAGE
PAID
TWIN CITIES, MN
PERMIT NO. 4190

CHANGE SERVICE REQUESTED

Municipal Liquor Store
Box 32966
Minneapolis, MN 55432

BREWED THE HARD WAY



THIS BUD'S FOR YOU

MUNICIPAL LIQUOR STORE

Volume 78, Number 3, 2019

Official publication of the Minnesota Municipal Beverage Association. Published six times annually: September/October, November/December, January/February, March/April, May/June, July/August.

For advertising and editorial inquiry contact Paul Kaspszak, Editor, Box 32966, Fridley, MN 55432. Phone 763-572-0222 or 866-938-3925. Advertising rates available upon request.

Change of address: List both old and new address.

DIRECTORS



CHRIS ARNOLD (President)
Bagley Liquor
P.O. Box 178
Bagley, MN 56621
218-694-2542
carnold@bagleymn.us



JOHN JACOBI (Vice President)
Isanti Liquor
P.O. Box 428
Isanti, MN 55040
763-444-5063
jjacobi@cityofisanti.us



NANCY RAINES (Sec./Treas.)
Longville Lakes Bottle Shop
P.O. Box 217
Longville, MN 56655
218-363-3249
llbottleshop@gmail.com



TOM AGNES
BC Liquor
5625A Xerxes Ave, North
Brooklyn Center, MN 55430
763-549-3710
tagnes@brooklyn-center.mn.us



JOE AUDETTE
Westbound Liquor
13065 Orno Parkway
Elk River, MN 55330
763-441-1671
jaudette@elkrivernm.gov



MAGGIE OLSON
Hinckley Firehouse Liquor
P.O. Box 272
Hinckley, MN 55037
320-384-6213
firehouseliquors@cityofhinckley.com



NANCY DRUMSTA
Delano Wines & Spirits
P.O. Box 108
Delano, MN 55328
763-972-0578
ndrumsta@delano.mn.us

On the Cover

Volume 78, Number 3, 2019

Each week, an MMBA electronic newsletter is sent to industry members across the globe. If you would like to subscribe (free), go to the MMBA website at www.municipalbev.com.

Each issue contains a column written by an MMBA director. The subject matter is at the sole discretion of the writer. Some of the best articles are reprinted in this issue starting on page 6.

Cover art designed by Freepik.



JOE KESSLER
The Corner Lounge
100 East Main
Spring Grove, MN 55974
507-498-3931
joeykess02@gmail.com



KARISSA KURTH
City of Silver Lake
308 Main Street West
Silver Lake, MN 55381
karissa.kurth@mediacombb.net
320-327-2412



MIKE LARSON
St. Anthony Village Wine & Spirits
2602 39th Ave. NE
St. Anthony Village, MN 55421
612-782-3455
mike.larson@savmn.com



BILL LUDWIG
Paynesville Liquor
221 Washburne Avenue
Paynesville, MN 56326
320-250-3325
liquor@paynesvillemn.com



SARAH OLSEN
Mapleton Liquor
P.O. Box 366
Mapleton, MN 56065
507-524-3492
cityofmapleton@hickorytech.net



ROSS OLSON
City of Sauk Rapids
250 Summit Avenue North
Sauk Rapids, MN 56379
320-258-5300
rolson@ci.sauk-rapids.mn.us



NANETTE SERBUS
Olivia Liquor
802 East Lincoln Avenue
Olivia, MN 56277
320-523-2730
olivialiquor@olivia.mn.us



MMBA PRESIDENT'S MESSAGE

I want to chat with you today more about Facebook. Since my last article came out, I had another experience with it.

The notorious Bush Latte appeared in parts of the Minnesota market in a 30 pack. As most of you know Anheuser-Busch does not consider MN a 30pk state and they are not normally sold in our market. But, they are sold to some of our bordering states markets and our vendors have to order for both states they serve.

The 30pk took most vendors off guard and they didn't order them. This is why most you were not able to order any. But rest assured, next year Anheuser-Busch is going to make this right and have more packages like 24pk and 12 pk ... so I hear.

In my store we sell a lot of Busch Light, and I mean a lot. So I decided to make this a big deal and treat it like a new item and do a new product launch. I got together with my sales rep and we devised a plan about a month before the product was to be released.

Part of this plan was to have my Anheuser-Busch distributor print me a big banner to wrap a pallet of 78 30-packs to make it look like a large 2,340-pack. We called it the "Big Pack."

I snapped a picture of the Bush guy, a price card, the sign they gave me, and my Big Pack. I then posted this picture to our Facebook page.

What happened next blew my mind!

Before I knew it, I had 50,000 views! In less than two weeks we had over 1 million views from all around the country. Alabama New York, Ohio, Florida, you name it.

We also had comments. Some of the questions asked included, "Can you mail us 30 packs" and "Can you mail me a few cans or a 6pk?"

Furthermore, we had people coming in the store to take pictures of the Big Pack like it was a rock star. They also bought a 30pk.

After the post was on Facebook for a month, our post had reached 1,195,096 people, had 43,132 reactions/likes, over 2,400 comments and over 6,000 shares.

Facebook is amazing for getting information out to your customer and their friends. But they also give you a ton of information about your post to help justify using them for your marketing strategies.

There were two large pluses to this effort. First, Bagley Liquor got a lot of inexpensive advertising and exposure. It only took a bit of my time to create the idea and put it on the platform. Second, we didn't sell one pallet of 30 packs at a real cheap price. We sold over 1,500 30 packs individually at a full markup.

Consumers did not care what my price was. They just wanted to see the Big Pack on the floor. When I did my order I anticipated these 1,500 30 packs would last me two months. However, they only lasted a little over a month and a half.

In the end, Bush Light/Latte sales were up 18% over last year! The power of social media never ceases to amaze me.

PLATINUM MEMBERS

Anheuser-Busch, Inc.

Contact: Kevin Karel
Cell: (651) 336-6449
E-mail: Kevin.Karel@anheuser-busch.com

Beam Suntory

Contact: Jesse Pedersen
Phone: (612) 594-6208
E-mail: Jesse.Pedersen@beamsuntory.com

MillerCoors Brewing Company

Contact: Jon Chance
Phone: (612) 718-6862
E-mail: jon.chance@millercoors.com

Shamrock Group

Contact: Steve Kelly
Phone: (612) 824-9600
E-mail: steven@shamrockgroup.net

National Alcohol Beverage Control Association

Contact: Jim Sgueo
Phone: 703-578-4200
E-mail: jim.sgueo@nabca.org

St. Michelle Wine Estates

Contact: Randy Dobratz
Phone: (952) 250-9837
E-mail: randy.dobratz@smwe.com

Sutter Home Winery

Contact: Bryan Pearson
Phone: (763) 443-9664
E-mail: bpearson@tfwines.com

Shiner Beer

Contact: Michael Maxwell
Phone: (816) 806-2305
E-mail: michael.maxwell@gambrinus.com

GOLD MEMBERS

Arctic Glacier Ice

Contact: Jon Stelley
Phone: (651) 455-0410 ext. 213
E-mail: jstelley@arcticglacierinc.com

Phillips Distilling Company

Contact: Steve Vogl
Phone: (320) 291-1280
E-mail: svogl@phillipswineandspirits.com





**THE BRANDS YOU LOVE.
THE EXPERTISE YOU WANT.
WE ARE BREAKTHRU.**



FOLLOW US    @BreakthruBevMN

THE BEST OF AS I SEE IT



EMERGENCY STORE ACTION PLAN

By Bill Ludwig, Paynesville

In many of our facilities, the liquor manager is the only full time employee. We may have one or two who can work day shifts, but for the most part we have staff with very limited availability. So it is up to us to know everything about vendors, their products, freight schedules and how to process invoices for payment. We also ring, schedule, train, stock and even mop the floor.

We know it all and we should! However, we probably aren't the best delegators either, it's just easier to do it ourselves. **We don't need any help; we can do it ourselves because we are "Super Stars"!!**

Just when we think we are all that and a bag of potato chips, "BOOM", there's a personal emergency and now we can't be at the facility. Now What??

Who's left to do the orders?

Who knows everybody's schedule?

Due to this exact scenario a couple of weeks ago, I have seen the light! I needed an action plan! It was very simple and easy to do. Just a few easy steps and all the information goes into one folder.

- **Step One:** Make a list of Employees and their availability. This way our administrator or staff knows who is available at times they could possibly fill in.
- **Step Two:** Generic vendor calendar. We made ours a Monday through Friday. On the appropriate day, we listed the vendors and the approximate time they would show. We also listed the delivery times on the appropriate day. There is a million ways to do it. Just make it simple for anyone to follow.
- **Step Three:** List of vendor phone numbers and the basic products they carry. You can adjust as well to your purchase styles. I put all the information in one folder at the front of the top drawer in the file cabinet. In red marker I listed it as **Emergency Store Action Plan**. I also made copies and gave to my City Administrator.

The last item I couldn't put in the folder was delegating. We all know we need trust our staff to do more, and with proper training there is no reason they can't do the orders. Besides we're doing the training and we're all "Super Stars"!! Right.....?



HOW CAN WE BE OF SERVICE?

By Nancy Raines, Longville

As a new board member I would like to give my perspective as to what the MMBA has to offer and what you may be missing out on. Three years ago, I took over as manager of the Longville Lakes Bottle Shop. To say the least, it was a mess.

I had never managed a liquor store before and I have to say I was a bit over whelmed by all that need to be done. Not knowing where to start, my city administrator at the time suggested I give Paul from the MMBA a call.

My city had been a member for quite some time, but only started to be in contact with the association a few months before I started. Paul Kaspszak and Steve Grausam came to Longville to help me with the start of my management journey.

First thing Paul said to me was "Stop trying to fix everything!! This is your time to sell (June through September up north). Fix what needs to be fixed right now and make some money". For the next 3 months that is what I did.

After the busy season was over I started one task at a time calling various members with each new task.

Steve came to Longville and worked with me for at least 8 hours straight on my computers and showed me what would best help me run the store more efficiently.

Brenda Visnovec helped sort my entire inventory into the right categories. Plus she helped me create wine grab bags — one of the best ideas ever when needing to weed out old inventory!

In my first full year of being manager, our sales were down 4% due to late ice out and no opening of fish. BUT, our profits were up 124% thanks to the help of MMBA board members.

MMBA's goal is to help all of our members succeed.

Please let us know if we can be of any service to you.

One Call.

BEVERAGE. ICE. SERVICE & MORE. SELLING SOLUTIONS SINCE 1945.

With just one call to the Shamrock Group, we'll assist you with a variety of products and services you need. With our expert *Attention to Detail*, starting — and remaining — with us sets you up for business success.



MinneMixer. Minnesota's 'Local' mixers for making great-tasting drinks. Available flavors:

- Grenadine
- Lime Juice
- Raspberry
- Bloody Mary
- Triple Sec
- Strawberry
- Mango
- Sweet & Sour
- Margarita
- Pina Colada
- Peach
- Pickle Juice

1L and Big Batch



Kelly Koolers. Custom designed to meet your every requirement. Air-tight, durable construction + custom refrigeration. Quality guaranteed for peace of mind.



Ace Ice. Find us throughout the Twin Cities, including Lunds/Byerlys, Walgreens, Kowalski's and numerous liquor stores. 'Purefect' ice in 5lb and 18lb bags, made locally. Also available:

- Custom ice sculptures
- 10lb and 300lb blocks
- Special Events products/services
- Dry ice
- Cocktail Cubes (2in. squares)

NEW!



Cleaning Systems. We're comprehensive: Our own *new* Shamrock Chemicals + 4 other chemical brands + ware washing equipment—the complete package for all your cleaning needs, including equipment design, installation, maintenance and repair.

Contact Steven Kelly
steven@shamrockgroup.net



Minnesota Independent Ice
Manufacturers Association



Minnesota Municipal Beverage
Association Member since 2002



shamrockgroup.net
800.862.9273 • 612.824.0745

Partner with us! We welcome new product distributors. Call Steven.

LOCALLY MADE

Proudly grown, distilled and enjoyed in Minnesota.

Tattersall Distilling is proud to partner with local farmers and small businesses across the state to craft the absolute best spirits and liqueurs.



WHISKEY BARRELS
PARK RAPIDS, MN



ORGANIC
HONEY

GRAINS
CAMBRIDGE, MN



BRANDY APPLES
MAPLE LAKE, MN

BRANDY BARRELS
WATERTOWN, MN



ORGANIC CORN
ROCHESTER, MN



INTERNATIONALLY RECOGNIZED



NO. 1
TATTERSALL
distilling

CONTACT YOUR
JOHNSON BROS. REP
(651) 649-5800

THE BEST OF AS I SEE IT



TAKE EVERY OPPORTUNITY TO IMPROVE BUSINESS By Brenda Visnovec, Lakeville

I often find myself wondering if I have taken every opportunity possible to improve the business and maximize sales over this past year.

I believe these thoughts occur with most of us this time of year, especially as we head into the holidays and the final quarter of 2016.

The next three months are the make it or break it time of year, and as my father always said, "You need to make hay while the sun's shining."

As I was thinking about writing this article, I happened to Google the word opportunity and found this:

op·por·tu·ni·ty NOUN

1. a set of circumstances that makes it possible to do something;
2. a chance for employment or promotion:

The first definition was what I anticipated, but in thinking about it, the two definitions truly go hand in hand.

If you make sure that you take advantage of all set of circumstances that make it possible to do something, won't the chances of rewarding employment and/or promotion then occur?

I believe so. Are you taking these opportunities?

Schedule

- As a manager/director do you ensure you are working the proper hours to make your operation successful?
- Are you taking the "opportunity" to work some evenings in which you are crossing over and working alongside of your staff members?
- Are you working hours that have you in the store during peak business hours?

If not you should be!

Product Selection

- Do you place a ceiling or cap on what your customers are willing to spend?
- Too often I go into a store where the best tequila offering is Cuervo or the highest bourbon on the shelf is Jim Beam White Label.
- Do your homework and take the "opportunity" to find out what your customers really want and push their limits as to what they are willing to spend.
- Test out a couple of high end bourbons, tequilas and don't forget the cognac, champagnes and wines.
- Lastly, take advantage of the Proprietary Brands list that the MMBA sends out every month.

If you haven't heard about it, contact the MMBA, as there are products in this portfolio where you can take a 200% markup and still be lower priced than competitors.

Civic Organizations

- Work with the civic organizations within your community.

Fifteen years ago, we met with the Lakeville Rotary and started a small wine and food tasting event called the Taste of Lakeville.

This event has grown to be an event hosting 400 wines, 40 food vendors and raising over \$100,000 for the community.

Taking advantage of one small "opportunity" has generated big rewards for both our community and the business!

If these organizations aren't reaching out to you, you should reach out to them. If nothing more, you may be invited to speak at one of their meetings where you can educate them on the benefits of your municipal liquor operation. You need to be your biggest cheerleader!

Involve Yourself with MMBA

- While for some this may include attending a regional meeting, for others it can be a life changing relationship.

I am going to share only my example; As part of MMBA I have been able to meet some remarkable individuals.

I have had the "opportunity" to meet some of the best liquor store operators, city administrators, finance directors and council members from across the state. I have learned from all of these individuals and they have all played a part in making me into a stronger manager and leader.

THE BEST OF AS I SEE IT

Do not ever underestimate the “opportunity” and power of networking and knowledge.

Training

- Take the “opportunity” to mentor and coach your staff.
- Use the available resources such as vendors, wine makers, brewers and distillers to come in and teach your staff.
- Provide upselling techniques at the holidays, or as the Hutchinson Liquor Store did so well, provide them a cheat sheet for the perfect holiday wine and food pairings.

Bottom line, make sure you take every “opportunity” to make improve your business over this upcoming holiday season.



HELPING CUSTOMERS PREPARE FOR AN EVENT By Nanette Serbus, Olivia

As the Spring transitions into Summer, I begin to have more customers stopping into the store inquiring about buying alcohol for some type of large event, be it a graduation, milestone birthday, wedding or just a large gathering of friends.

The common question, of course, is what kind of price I can offer to them. It’s at this time the customer makes sure to let me know they want to shop locally.

I want them to shop locally too, but I know I probably can’t compete with the larger liquor stores in my area when it comes to price. How am I going to win over this customer to get them to shop in our store for their big purchase?

Customer service!

I let the customer know I need some additional information about the event, so I can give them what they might need for a well-planned event. I ask just enough questions to get an idea of what their event planning journey has encompassed thus far.

Some of these questions include the following:

- What’s the type of event?
- Where is the event being held?
- What time of day?
- How many people are expected?
- What types of food will be served?
- Will they want non-alcohol options?
- Will they need ice or glasses?

I then discuss quantities of beer, wine, spirits they might need based on the answers they have given to my questions. I let them know what our store case discounts are and our return policies should they have extras they can’t use. I thank them for stopping into our store and make sure they know I would appreciate their business.

If I’ve done my job properly, then that customer will leave our store with only one question on their mind, “Why should I shop anywhere else but at the Olivia Liquor Store?”

More often than not, the customer service they have received to ensure their event is a success when it comes to the beverages served, seals the deal more than any price I could offer to attempt to compete with a larger volume liquor store



Thank you for all your help getting us where we are today!

-Tito

+31%

**FASTEST
SELLING
SPIRIT₁**



**TOP SELLING
GLUTEN-FREE
SPIRIT₁**

The original Mockingbird Distillery shack in Austin, Texas, 2018

The Shack is the first building at the Mockingbird Distillery, and where the whole thing started. For a long time it housed all of the vodka operations before we outgrew the 998 square foot structure. We're still making vodka on the same land we started and Tito's office is still at the Shack today.



America's Original Craft Vodka®

* TitosVodka.com * Crafted to be savored responsibly. DISTILLED & BOTTLED BY FIFTH GENERATION INC. 40% ALC./VOL. © 2019 TITO'S HANDMADE VODKA.
Sources: (1) IRI, Total US Food & Drug 52wks ending 9/09/18, Top 25 Spirit Brands

THE BEST OF AS I SEE IT



GETTING YOUR PROPOSAL APPROVED

By Sarah Olsen, Mapleton

Over the years, I've seen a lot of requests from various city employees asking the council to purchase/replace equipment. Some requests are really cringe worthy and others are smooth and professional. This is a story about two different approaches.

Employee A, let's name him Bob, has worked for the public works department for over 35 years. He feels the council should replace the 1970's era road grader mostly because it is old. Bob obtains a quote for a new road grader and gives that to the council. His reasons for replacement are the road grader is old and the heat does not work.

The council denies the request for a new road grader, but suggests he obtain quotes for used road graders. Bob comes to another council meeting with quotes for three used road graders. All of these road graders are 1990's era models and have more hours on them than the current road grader that the city owns.

While the council agrees the road grader is old and is starting to have maintenance issues, they are hesitant since these used options have more hours on them than the grader that the city owns.

Bob states there is plenty of money in capital outlay, so therefore the council should purchase a different road grader. The council gets mad at Bob and they all vote against the purchase. Bob often comments to other staff that the council never buys him anything and the police get whatever they want.

Speaking of the police, let's review a different story. The Police Chief sees the squad car is due for replacement next year. He reminds the police committee at each quarterly meeting of upcoming capital outlay items.

He spends many, many hours obtaining bids, making sure the bids are all bidding the same things, etc. The Police Chief also spends many hours making a list of all the possible pros and cons of all of the variables related to the purchase of a new squad car. He submits a detailed packet to the council with his recommendation.

At the council meeting, the Police Chief presents the information and asks if they have any questions. The council unanimously votes to approve the purchase of a new squad car.

Do you notice any differences in these two scenarios?

The Police Chief researched all of the options and tells the council at every opportunity why these purchases are needed in the future. Bob feels entitled to a new piece of equipment. He does no research, makes no effort to keep the council informed and does not present any compelling reasons why the expenditure is needed.

Don't be like Bob when requesting a new POS, coolers, shelves, etc. Do the homework. Demonstrate a need. Give the council a solution.

Have everything well laid out on paper. Whatever you do, don't say "You should buy X because we have the money." This really angers the council and they are less likely to grant your request now and in the future.

We've got you covered.

Mid Central Ice Perham

Lakeshore Ice Duluth area

Precise Ice Belgrade/St. Cloud

Crystal Springs Ice Pine City

Ace Ice Minneapolis

Waterville Ice Waterville

MIIMA
minnesota independent ice manufacturers
a s s o c i a t i o n
m i i m a - i c e . o r g



**Follow us
on Twitter!**

@MNMunicipalBev

Purpose:

**Showcase and inform
followers on MMBA and
member activities**



STAFFING CHALLENGES OF TODAY

By Tom Agnes, Brooklyn Center

At our MMBA conference this year, Jim Langemo talked about staffing issues and with the unemployment rate being so low some ways we more effectively source new employees. We also had Tom Shay talking about this about 5 or 6 years ago. This is an issue we always need to keep on top of.

One thing I have found over the years of working with employees is that you must have a balance between the freedom and the control given to staff. If we ran an organization with no control and total freedom for all employees you can imagine how that would turn out.

On the flip side, if we have too tight of controls and we set a policy for every imaginable situation, we lose the ability for our staff to be creative and think outside the strict policy guidelines.

When it comes to setting a policy, ask yourself this question, "Is that something I deal with from the staff in general, or is this something that just one has an issue with?"

Deal with individual problems individually, and deal with group problems with policy. Also make sure when you set policies and procedures, you act as leader in taking their hand and leading them through what may be considered a maze. Don't push them through.

Allow employees enough room to fail at something and if they do fail, don't take it away from them. Use it as a teachable moment and give it back to them until they find the reasons to do it the right way.

Remember the manager with the "Mirror and Window." When things are going well, the good manager looks out the window at his staff and the bad manager looks in the mirror at himself.

When things are going badly the good manager looks in the mirror at himself and the bad manager looks out the window at his employees.

Tom Shay Says:

- Focus on things you can control.
- You cannot change the inherent attitude of people.
- The failure to nourish and encourage lightness in the workplace undermines productivity, creativity, adaptability, morale.

Why aren't your employees working?

1. Do they know why they should do it?
2. Do they know how to do it?
3. Do they know what they are supposed to do?
4. Are they confident your way will work for them?
5. Have you asked any questions about how they think it should be done?
6. Do they understand the importance and timeliness?
7. Is there a reward for doing it?
8. Is there a penalty for poor performance?
9. Does this person have the skills to do this work?
10. Are you asking them to do this task because you cannot do the task?
11. Are there enough time and the necessary tools to complete the task?
12. Do you check on the progress of the task, or wait until the staff member tells you they are done?

Remember to try to find that balance between freedom and control. Know that your employees are volunteers and they choose to work there as you do. Don't ever treat them like they are forced to work there.

I hope these ideas help you with developing and building a stronger staff that can rally around the needs of the organization.

As always if you ever have any question or comments please contact me.



THE BEST OF AS I SEE IT



YOU MIGHT WORK IN A LIQUOR STORE IF . . . By Cathy Pletta, Kasson

- Someone mentions a suitcase, and you automatically assume it holds 24 cans of beer.
- You can tell time by the customer in your store.
- A shot has nothing to do with a visit to the doctor's office.
- You have heard hundreds of stories about the first time someone drank Boones Farm wine.
- You have spent more time discussing the weather than the staff meteorologist at your local TV station.
- You have had a customer pay for their \$27.94 purchase in dimes, nickels and pennies.
- You have seen men stare at the beer cooler like its porn.
- A blizzard forecast can double your sales for the day.
- A traveler is not a person who is leaving home.
- If you are outside when the beer truck is being unloaded, you are sure to hear a customer ask the driver for the "extras".
- You are not alarmed to see a customer shopping in pajama bottoms and a sports bra.
- When someone asks you for some Hot Sex or Ménage a Trois, you unblinkingly, tell them what aisle it is located in.
- When a customer pays with a new \$100 bill you fully expect to hear they just made it at home.
- You have adjusted your buying patterns because one customer died or moved away.
- You've had a lot of other jobs, but this one is the most entertaining of all!!

Have a great weekend!



YOU AREN'T JUST A LIQUOR FACILITY By Gary Buysse, Rogers

Imagine how differently the Star Wars trilogy would have ended if the Rebel Alliance had a "let's wait and see what happens" attitude.

What about Jonas Salk who developed the first polio vaccine?

Steve Jobs, Steve Wozniak and Paul Allen who changed our world!

Marie Curie? Richard Nixon? Sorry bad example!

Our lives are continually changing due, in part, to individuals who see a need and take steps to provide it. History isn't made by people who saw a need and said, "I'll do that tomorrow!"

Our market is changing and will continue to do so. Success through complacency is no longer a business strategy. Your option to just open the door to let them in left long ago.

Our strength has always been our ability to share information. Attempts have been made to restrict our ability to do so. They have not succeeded.

There are answers out there if you seek them. There are people willing to assist you in your path to success. Many of you have already felt the impact of the market shift in Greater Minnesota. These changes will continue to occur regardless of your participation and attention.

Your ability to succeed may be negatively impacted at the State Legislature. New programs are available to all of you willing to attempt a new business strategy. Contact Paul or your favorite Director for more information.

The strength of our Association and our industry depends on our sense of unity and commonality! The success and ultimate survival of your community's liquor enterprise fund rests on your ability to adapt and change as the market changes around you.

These important changes are not accomplished individually. You aren't just a liquor facility anymore! Establish a partnership with your community.

Prepare for the future; it's coming with or without your participation.



GREAT TASTE. LESS FILLING.

Just 96 calories. Only 3.2g of carbs.

MILLER LITE. HOLD TRUE.

**GREAT BEER
GREAT RESPONSIBILITY®**

©2017 MILLER BREWING CO., MILWAUKEE, WI
Av. analysis (12 fl oz): 96 cal, 3.2g carbs, <1g protein, 0.0g fat

MMBA COMMERCIAL MEMBERS ARE AVAILABLE TO YOU! CONTACT THEM!

Silver Plus

August Schells Brewing

Contact: Matt Jonas
Cell: (651) 775-9079
E-mail: mjonas@schellsbrewery.com

ATM Source

Contact: Kevin Starcevic
Cell: (612) 325-7006
Office: 866-504-5800

Bacardi USA

Contact: Greg Aamodt
Phone: (952)484-8860
Office: gfaamodt@bacardi.com

Crow River Winery

Contact: Chelsey Schrupp and
Janessa Markgraf
Phone: 320-587-2922
E-mail: crowrivervinery.com

Dahlheimer Beverage

Contact: Nick Dahlheimer
Phone: (763) 295-3347
E-mail: nick@dahlh.com

Bellboy Corporation

Contact: Steve Farver
Phone: (952) 544-8178
E-mail: stevef@bellboycorp.com

BreakThru Beverage Minnesota

Contact: Brad Redenius
Phone: (651) 646-7821
E-mail: Bredenius@breakthrubev.com

Dailey Data & Associates

Contact: Mary Dailey
Mobile: (612) 275-9900
Web: http://daileydata.com/

Delaney Consulting

Contact: Flora Delaney
Phone: (612) 730-7941

Diageo Guinness USA

Contact: Brett Hendrickson
Phone: (406) 239-2479
E-mail: Brett.Hendrickson@diageo.com

Diageo Spirits and Wine

Contact: Chris Gotziaman
Cell: (612) 353-7918
E-mail: Chris.Gotziaman@diageo.com

Fishbowl Spirits

Contact: Corey Herzog
Phone: (612) 239-6624
E-mail: corey.herzog@fishbowlsprits.com

Gray Duck Spirits

Contact: Jerry Schulz
Phone: (612) 251-6912
E-mail: jerry@grayduckspirits.com

Heartland Payment Services

Contact: Karen Lamb
Phone: (763) 607-0282
E-mail: karen1.lamb@heartland.us

Illinois Casualty Company

Contact: Howard Beck
Phone: (309) 781-4776
E-mail: HowardB@ilcasco.com

JJ. Taylor Distributing

Contact: Chris Morton
Phone: (651)482-1133
E-mail: christopher_morton@jytaylor.com

Johnson Brothers

Contact: Michael Johnson
Phone: (651) 649-5800
E-mail: mjohnson@johnson

KLB Insurance Agency

Contact: Kim Brown
Phone: (651) 730-9803
E-mail: kim@klins.com

Mike's Hard Lemonade

Contact: Joe Martin
Cell: (612) 221-4731
E-mail: jmartin@mikeshardlemonade.com

Paylidify

Contact: Richard Waskevics
Phone: (949) 295-7266
E-mail: richard.waskevics@paylidify.com

Palm Bay International

Contact: Dominic M. Giuliani
Phone: (763) 607-2556
E-mail: dgiuliani@palmbay.com

Paustis Wine Company

Contact: Scott Lindman
Phone: (218) 760-8199
E-mail: SLindman@paustiswine.com

Performance Food Service

Contact: Chris Denn
Phone: (320) 469-1902
E-mail: Chris.Denn@pfgc.com

Pernod Ricard USA

Contact: Jeff Jara
Phone: (612) 860-5190 Mobile
E-mail: jeffjara@pernod-ricard-usa.com

Polar Beverage

Contact: Mike Wurst
Phone: (612) 310-8109
E-mail: mwurst@polarbev.com

Retail Information Technology Enterprises

Contact: Gary Noble/Rick Feuling
Phone: (320) 230-2282
E-mail: sales@rite.us

Scenic Sign Corporation

Contact: Daryl Kirt
Phone: (612) 239-6624
E-mail: daryl@scenicisign.com

Small Lot MN

Contact: Bill Schoonover
Phone: (612)466-0096
E-mail: bill@smallotmn.com

Southern Glazer's

Contact: Mike Strathman
Phone: (612) 271-5197
E-mail: mstrathman@sgws.com

Stan Morgan & Associates

Contact: Skip Troyak
Phone: (952) 474-5451
E-mail: sales@stanmorganasso.com

Tattersall Distilling

Contact: Jon Kreidler
Phone: (612) 584-4152
E-mail: jon.wkeidler@gmail.com
tattersalidistilling.com

Total Register Systems, Inc.

Contact: Brian Anderson
Phone: (763) 537-1906
E-mail: bkanderson@trs-pos.com

Vinocopia

Contact: Marion Dauner
Phone: (612) 455-4000
E-mail: marion@vinocopia.com

Winebow

Contact: Max Kurman
Cell: (612) 227-0002
E-mail: max.kurman@winebow.com

WRS Imports

Contact: Reven Stevens
Cell: (612) 325-9938
E-mail: reven@wrsimports.com

Zabinski Business Services, Inc.

Contact: Paul D. Zabinski
Phone: (320) 286-1494
E-mail: zbsonsite@yahoo.com

Bronze Member

Bernick's

Contact: Gary Barby
Phone: (320) 252-6441
E-mail: gbarby@bernicks.com

Summit Brewing

Contact: Brandon Bland
Phone: (651) 265-7800
E-mail: bbland@summitbrewing.com

The Wine Company

Phone: (651) 487-1212
Web: www.thewinecompany.net

Waterville Food & Ice

Contact: Bernie Akemann
Phone: (507) 362-8177

Supporting Member

Absolute Ice

Contact: Randy Gravelle
Phone: (218) 847-9132
E-mail: randy@absoluteicemn.com

Bent Paddle Brewing Co.

Contact: Matthew Barthelemy
Phone: (218) 348-9565
E-mail: m.barthelemy@bentpaddlebrewing.com

Bourget Imports

Contact: Christine Farrell
Phone: (651) 224-2620
E-mail: Christine@bourgetimports.com

C. Mondavi and Family

Contact: David Buchanan
Phone: (815) 762-0643
Mobile: dbuchanan@cmondavi.com

C & L Distributing

Contact: Joe Dick
Phone: (320) 235-7375
E-mail: jdick@budtime.com

Carlos Creek Winery

Contact: Tamara Bredeson
Phone: (320) 846-5443
E-mail: tami@carloscreekwinery.com

Chankaska Creek Winery

Contact: Jane Schwickert
Phone: (507) 931-0089
E-mail: janes@chankaskawines.com

Chopin

Contact: Jeff Dechiro
Phone: (303) 799-4016
E-mail: jdechiro@chipinvodka.com

Delicato Family Vineyards

Contact: Kimberly VanHeusden
Phone: (612) 200-7952
E-mail: kimberly.vanheusden@dfywines.com

Duluth Whiskey Project

Contact: Kevin Evans
Phone: (651) 233-3279
E-mail: kevin.evans@duluthwhiskey.com

Edrington Americas

Contact: Todd Wooters.
Phone: (651) 302-0438
E-Mail: Toddwooters@eddrington.com

Heartland Wine Sales of Minnesota

Contact: Steve Holman
Phone: (320) 250-6888
E-mail: steve@heartlandwinesales.com

Francis Ford Coppola Winery

Contact: Lindsay Pierce
Phone: (312) 282-5003
E-mail: lindsay.pierce@ffcpresents.com

Heaven Hill

Contact: Scott Bjerva
Phone: (612) 839-6332
E-mail: sbjerva@heavenhill.com

Locher Brothers, Inc.

Contact: Tim "Jonesy" Hukriede
Phone: (507) 326-5471
E-mail: jonesy@locherbros.com

Luxco

Contact: Erik Hage
Phone: (852) 270-7051
E-mail: e.hage@luxco.com

Madison Bottling Co.

Contact: Dave Bergerson
Phone: (320) 598-7573
E-mail: dbergerson@madisonbottling.com

Monetto USA

Contact: Matt Marani
Phone: (708) 528-136

Naylor Heating & Refrigeration

Contact: Bill Haugse
Phone: (218) 444-4328
E-mail: bill@naylorhvac.com

Northern Hollow Winery

Contact: Jim Truehart
Phone: (320) 266-8691
E-mail: jmt@northernhollowwinery.com

Paulet Slater Insurance

Contact: Jeff Stanley
Phone: (651) 644-0311
E-mail: jstanley@pauletslater.com

Ringdahl Architects

Contact: Dustin Tomoson
Phone: (320) 763-9368

Round Lake Vineyards & Winery

Contact: Jenny Ellenbecker
Phone: (507) 945-1100
E-mail: jenny@ellcom.us

Russian Standard

Contact: Jessica Reuwerger
E-mail: Jessica.reuwer@roust.com

Sunny Hill Distributing

Contact: Mike Baron
Phone: (218) 263-6886

Treasury Wine Estate

Contact: Nick Pahl
Phone: (763) 259-8561

U.S. Bank Government Banking

Contact: Jennifer Vucinovich
Phone: (651) 466-8750
E-mail: jennifer.vucinovich@usbank.com

Z Wines USA

Contact: Roy Goslin
Phone: (763) 745-0620
E-mail: roy@zwinesusa.com

THE BEST OF AS I SEE IT



FIND YOUR NICHE!

By Joe Audette, Elk River

Each of us runs a different store, with its own demographics, and each of us (if we admit it or not) is biased in some way to products; rep favoritism, what you drink, distributor hate, etc. If you believe passionately about anything, you can sell it. Even if it's a passive sell.

Like a lot of you, I care strongly about beer ... big surprise. I like that the beer game has changed so much from where it was when I was first legal drinking age *Cough cough*

I hate it when a new brewery opens up and thinks we need to carry their four base types, which are the same types as every other brewery. If one more "local" brewery tries to sell me an IPA and traditional lager I am going to puke.

I find a lot of excitement in trying NEW beer, not a new beer that isn't actually a new beer from a new brewery, but something that is actually new!

My niche, and I've never put this in writing before, is craft beer. That may not excite some of you, but in my area I am the craft beer store. The other stores in my area just don't have the time or space to offer what I can, and this gets me some special attention.

A while back, I answered the store phone and talked to a guy from Colorado! He heard I was getting in some pretty awesome beers and wanted to know if I'd set aside some bottles for him until he'd be traveling through my city. Obviously I said yes.

There are many things you can do to set you apart from the others in your area. Sometimes it's as easy as offering a different product, or magnifying a section you have. Sometimes it is as easy as using different signage, or simply advertising you are a municipal store that brings value to the community. Sometimes it's just how you build displays, clean or promote that set you apart.

Whatever it is, figure it out and then capitalize on that advantage.



AS I TRY TO SEE IT . . .

By John Jacobi, Isanti

Do we as managers use all five senses? They are: sight, smell, hear, taste, and touch.

Sight:

- Do we see what impact we have in our communities?
- Do we know if our displays have impact?
- Do we look at the competition to see what they are doing?
- Do we see other municipal operations for new ideas?

Smell:

- Do the bathrooms customers use in your facility smell?
- What about the rest of your building?
- Do you sample wines to smell the fruit notes with the different varietals emit?

Hear:

- Did you hear that joint purchasing of spirits and wine will keep your costs of goods down?
- Do you listen to your customers to find out what they want?
- Did you hear MMBA directors are willing to help you succeed?
- Did you hear those carrying proprietary brands are having great success?

Taste:

- Do you sample new products before you bring them into your stores?
- Do you do a food and wine pairing for your staff on an annual basis?
- Do you do in-store samplings and outside events to help sell your products?

Touch:

No not in the Matt Lauer, Garrison Keilor, Kevin Spacey (the list keeps growing) way.

- Do you touch the products you are stocking?
- Or do you keep pushing back the old ones and the dust keeps piling up on them.
- Are your customers buying product fast enough?
- Has that product been sitting on the shelf for more than a year, more than two years, untouched?

THE BEST OF AS I SEE IT

My reasoning for this article is because I was affected by one of the five senses last week just before making plans for a trip to visit northwestern Minnesota members with two other directors. I had to have surgery to repair a detached retina. I sincerely enjoy making these trips to help members be successful.

If you ever have questions, all the MMBA directors information is readily available in this newsletter, on the website and in the magazine. Just ask us, we are here to help.



THE TIMES ARE CHANGING AND WE NEED TO CHANGE By Chris Arnold, Bagley

Hello everyone, I hope all is well.

The summer rush is upon us and now is the time to start thinking on how to make extra money on the increased summer business. One of the ways I have found to do this is with joint purchasing.

Minnesota statute 340A.312 says joint purchasing is legal between two or more licensed retailers. That means municipal and municipal, municipal and private operator, private operator and private operator, club and municipal, off sale and off sale, on sale and on sale, off sale and on sale, etc. Several stores in my area and I have been joint purchasing with great success.

In my experience, there are a few key factors in order to make this effort work. Obviously, the first is to find a neighboring liquor operation who wants to work with you. Second, it's best if you share the same sales representative with the wholesaler you are buying from.

Honestly, some sales reps are more willing to work with us on these efforts than others. Those are the ones to do business with. As we always say, help those who help you.

Then you need to decide what to order. Some smaller MMBA members joint purchase staple items on a regular basis. Others focus on items for special times of the year.

My results have been fantastic. A recent joint purchase saved me almost \$20 off of a case of wine. This deal was great for my gross profit and I was able to compete with the big box stores and offer a premium brand at a great price.

Times are changing faster now than ever before and we need to change with it. We need to diversify and find better ways to make profits for our operations and this is one way we can do that.

This concept is basically what farmers did many years ago by forming co-ops. The co-ops buy in larger quantities and offer it to the member at a better price than if they were to order it themselves.

If you are still not convinced, remember, joint buying can help save more money on items already being purchased. For example, if one facility only buys 10 cases and the other usually only buys 12 cases, neither is getting the 25 case price. But now, buy purchasing a bit more they get the 25 case price together! The best part is neither is storing 25 cases in their already crowded back rooms. I say that is a win-win for all!!

If you have any questions, or concerns on how to do this please contact me.

I hope everyone has a great weekend.

Fraud Prevention: The Perception of Detection

From Minnesota State Auditor

Preventing fraud is generally less costly than trying to recover losses.

One inexpensive, yet effective, fraud prevention measure is to increase the perception of detection.

For example, internal controls are most effective at preventing fraud when they are known by those who may be tempted to steal from a public entity.

This means being open about the fact that the entity is taking steps to prevent and detect fraud.



JOHNSON BROTHERS

A TRADITION OF EXCELLENCE

SINCE 1953



- Minnesota, Family Owned And Operated Since 1953
 - Employing Over 900 Minnesota Team Members
- Representation Of The Leading Wine, Beer, & Spirits Suppliers In The Industry
- Largest, Most Comprehensive Collection Of Local Craft Spirits & Beer Brands
 - Delivery 5 Days A Week, Including Monday
- Covering The Entire State Of Minnesota With Next-Day Delivery

Contact us at 1.800.723.2424 or 651.649.5800
info@johnsonbrothers.com | www.johnsonbrothers.com

PRAIRIE
— ORGANIC —
SPIRITS

**VOTED BEST
CRAFT VODKA
DISTILLERY
IN THE NATION**



**A BETTER SPIRIT
MADE IN MINNESOTA**



ENJOY IN MODERATION ©2018 PRAIRIE ORGANIC VODKA, 40% ALC./VOL. (80 PROOF), PRAIRIE ORGANIC GIN, 40% ALC./VOL. (80 PROOF), PRAIRIE CUCUMBER-FLAVORED ORGANIC VODKA, 35% ALC./VOL. (70 PROOF), BOTTLED BY ED PHILLIPS & SONS, PRINCETON, MN USA. MADE IN THE USA. NIELSEN TOTAL US 52 WEEK DOLLAR SALES: 12-30-17