

Official Publication of the  
Minnesota Municipal Beverage Association  
[www.municipalbev.com](http://www.municipalbev.com)



**We want YOU!**  
*to attend the*  
**2024 MMBA**  
*Annual Conference*

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# MUNICIPAL LIQUOR STORE

Volume 81, Number 1, 2024

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 can be found at [www.municipalbev.com](http://www.municipalbev.com)

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## On the Cover

We're back publishing on a regular basis!! Missed YOU!!

**Registration for the 2024 MMBA Annual Conference is now OPEN!!**

This issue is full of information. Contact Paul if you have questions.

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## MMBA PRESIDENT'S MESSAGE

By Chris Arnold,  
Bagley

Networking/communication, politics, negotiation, and research are all things we have to do in our jobs. Oh yeah, let's not forget manage people!

It's hard to believe January and February are gone and Legislative Day is behind us. Hopefully those who attended took time to send a thank you email to their house rep and senator for taking time to meet.

I think we have a responsibility to our cities as managers, department heads or even as employees to call or e-mail our local home and work legislators to let them both know our opinion on the issues at hand. If you don't know who your legislators are, or what to say, here is a web site to help with that: [www.mnsmart.org](http://www.mnsmart.org).

In just a few weeks I will be getting ready to attend one of the best assets we have as members.

The Minnesota Municipal Beverage Association (MMBA) Annual Conference stands as a beacon for professionals in the beverage industry, offering a wealth of opportunities for networking, learning, and growth. This annual gathering has proven to be a cornerstone for individuals and organizations looking to stay ahead in our ever-evolving industry.

A good friend once told me if you surround yourself with successful people, you too will be successful.

I'm glad to have an opportunity to serve on the MMBA board, because working together we are not just successful, we are a powerful entity in our industry. Through the MMBA we are able to better serve our communities as well.

I hope to see all of you at the conference the end of April.

Have a great day



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- Ace Ice** Minneapolis
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# **2024 MMBA Annual Conference**

**(Open to Municipal Liquor Operations & Invitees)**



The 2024 MMBA Annual Conference will be held Saturday, April 20 – Tuesday, April 23, at Arrowwood Resort, in Alexandria, Minnesota.

## **WSET Level 1 Spirits Training (Separate Registration Required)**

For individuals new to spirits study, this qualification provides a hands-on introduction to the world of spirits. Explore the main types and styles of spirits through sight, smell, and taste, while also gaining the basic skills to describe spirits accurately, and make cocktail suggestions. Upon successful completion you will receive a Wine & Spirit Education Trust (WSET) certificate and lapel pin. *(Separate Registration Required. <https://www.vinelabwine.com/product-page/2022-mmba-lev-1>)*

## **Pricing Strategies**

There is variable pricing, everyday sale pricing, blind price items, and sensitive price items. How does your business create the combination that benefits your bottom line the most and keeps the customer coming back? In this seminar, Tom Shay will help increase your gross margin.

## **If You Are Not Making Money, You Are Not Doing This!**

This seminar is in response to the 2022 Minnesota State Auditor Report on Municipal Liquor Operations indicating increased operating expenses led to reduced net-income.

Tom Shay will broaden the horizon of how you determine what you are going to sell and how you are going to price it. Consider that much of what the customer spends is discretionary income and that requires looking at who you sell to, what you sell, and how you sell it, in a different light.

## **Cannabis Update**

Jason Tarasek serves as counsel at Vicente LLP and manages the firm's Minnesota office. He assists hemp, cannabinoid, medical-marijuana and adult-use cannabis clients throughout the Upper Midwest.

Steven Brown is the CEO of Nothing But Hemp, one of the first hemp dispensaries in the midwest.. He is also CEO of new MMBA commercial member Emerald Elements, a wholesaler supplying Cannabis-infused edibles, beverages, tinctures and topicals to resellers around the state. The company also works with small, medium and large Cannabis businesses to develop custom formulation and packaged products as well as bulk ingredient sales and co-packing opportunities.

### **Maker's Mark Blending Selection**

**Back by popular demand:** Participate in an interactive tasting to develop the 2024 MMBA member Maker's Mark Private Select barrel stave combination.

### **Minnesota Wine & Spirits Statistics & Trends**

Managers are often so focused on their operations they don't spend enough time examining micro and macro data and customer behaviors impacting their facility.

Johnson Brothers Executive Vice President & General Manager AJ Atta will explore detailed Minnesota wine & spirit trends every member should know, understand and utilize in making decisions.

### **Bar & Package Store Group Discussion (Concurrent Sessions)**

Both sessions will examine current industry trends and issues.

### **The Leadership Game**

In this fun, yet challenging experience, Maxwell Leadership Certified Team member Brian Stroh will help you:

- Understand core leadership laws and values
- Bring positive change to your organization through communication & connection
- Assess your personal and organizational leadership proficiency, team values and team dynamics

### **How to Be For Your Community**

In this unique seminar, Maxwell Leadership Certified Team member Brian Stroh will help you:

- Identify the gaps between what your businesses is known for and what you want to be known for
- Discover strategies to close those gaps
- Explore practical ways you can be 'for' your team, your customers and your community

**There will also be great educational tasting dinners, a Beverage Alcohol Server Training, Expanded Vendor Showcase and time to have fun & develop relationships with other attendees & industry representatives.**

**MMBA friend Glen Mason, a special Minnesota Vikings guest & a featured celebrity speaker will also be there!**

## Retail Merchandising Program

Reach the goal with your packaged ice sales, and the Premium Cocktail Ice merchandiser is rent-free.

Add our Premium Cocktail Ice products to the Ace Ice packaged ice products you currently sell, and you become eligible for a rent-free merchandiser to showcase the Premium Cocktail Ice cubes.

**Annual Packaged Ace Ice purchase of 30,000lbs:  
Premium Cocktail Ice merchandiser is rent-free.**

Annual packaged ice purchase less than 30,000lbs:  
Merchandiser is \$39.00/month.\*

\*Plus tax and \$75.00 delivery fee.



The most talked-about ice: Bring it on board to add a new dimension to your business.



**Cocktail Square Cubes**

No. 10051  
10-count



**Cocktail Spheres**

No. 10052  
5-count



**Cocktail Cylinders**

No. 10053  
6-count



**Cocktail Rods**

No. 10056  
5-count



**Cocktail Shards**

No. 10050  
3.5lb



### Showcase Your Premium Cocktail Ice

Avantco top-load freezer:

- Aluminum interior/powder-coated steel exterior
- LED lighting
- 26.125in W x 28.125in D x 34.5in H



For more information, contact  
Steven Kelly at 612.221.3031



# **2024 MMBA Conference Schedule of Events** **(Subject to Change)**

## **Saturday, April 20**

- 8:00 AM – 5:30 PM = Registration
- 8:30 AM – 3:30 PM = *WSET Spirits Training*
- 11:00 AM – 12:45 PM = Putting Contest & Lunch
- 1:45 PM – 2:45 PM = *Pricing Strategies Seminar*
- 3:00 PM– 5:00 PM = *2024 Maker's Mark Blending Selection*
- 6:00 PM – 7:00 PM = Cocktail Hour
- 7:00 PM – 8:30 PM = Gourmet Wine Dinner
- 8:30 PM = Bottle (Beer) Share

## **Sunday, April 21**

- 7:00 AM = Morning Walk
- 7:00 AM – 8:30 AM = Breakfast
- 8:00 AM – 1:00 PM = Registration
- 8:30 AM – 10:00 AM = *Beverage Alcohol Server Training*
- 9:00 AM – 10:00 AM = *If You Are Not Making Money - You Are Not Doing This!* Seminar
- 10:15 PM – 11:15 PM = *Bar Group Discussion*
- 10:15 PM – 11:15 PM = *Package Store Group Discussion*
- 11:30 PM – 12:30 PM = *Cannabis Update*
- 12:45 PM – 1:45 PM = Lunch
- 2:00 PM – 5:30 PM = Vendor Showcase
- 6:30 PM – 7:30 PM = Cocktails
- 7:30 PM – 8:30 PM = Dinner
- 8:30 PM – 11:30 PM = Game Shows, Bean Bags & Music



## **Monday, April 22**

7:00 AM = Morning Walk

7:00 AM – 8:30 AM = Breakfast / *Industry Statistics & Trends* Seminar at 7:45 AM

8:45 AM – 10:00 AM = Featured Speaker TBD

10:15 AM – 11:45 AM = *The Leadership Game* Seminar

Noon – 1:00 PM = Lunch

1:15 PM – 2:15 PM = *How to Be For Your Community* Seminar

3:00 PM – 5:00 PM = Relationship Building with MolsonCoors,

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = *Theater Characters Themed* Dinner

8:30 PM – 9:30 PM = Awards

## **Tuesday, April 23**

7:00 AM – 8:30 AM = Breakfast

8:45 AM – 10:15 AM = *MMBA Annual Meeting, Elections, & Industry Discussions*


11:00 AM = Home



“NO FLAVORS. JUST  
VODKA-FLAVORED  
VODKA”

*-Tito*



*Tito's*  
  
*Handmade*  
VODKA  
AUSTIN ★ TEXAS

*Tito's*  
  
*Handmade*  
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Award Winning American Vodka  
crafted in an Old Fashioned Pot Still  
AUSTIN ★ TEXAS  
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**Minnesota Municipal Beverage Association Annual Conference  
April 20 – April 23, 2024  
Arrowwood Resort – Alexandria, Minnesota**

**Please Complete and Send to MMBA**

Business Name \_\_\_\_\_

Conference Attendee(s): \_\_\_\_\_  
\_\_\_\_\_

Guest (Meals only participant): \_\_\_\_\_  
\_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone (\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

Arrive/Depart Dates: \_\_\_/\_\_\_/\_\_\_ to \_\_\_/\_\_\_/\_\_\_ #Nights \_\_\_\_\_

**Special Requests:** (i.e. Room accessibility, dietary, etc.)

Explain: \_\_\_\_\_  
\_\_\_\_\_

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PO Box 32966  
Minneapolis, MN 55432  
763-572-0222 \* 866-938-3925  
763-780-0424 (fax)  
[kaspszak@outlook.com](mailto:kaspszak@outlook.com)**

**PAY BY CREDIT CARD**

**Please use separate form**

**ALL INCLUSIVE PACKAGE:**

Includes three nights of lodging April 20 through April 22, registration and all meals (**DOES NOT INCLUDE WSET TRAINING**)

\_\_\_\_\_ \$759 **Best Deal!**

**ALA CARTE MENU:**

**Registration:** (Does Not Include Meals)

\_\_\_\_\_ \$175 Member

\_\_\_\_\_ \$130 Member  
(Early Bird if received by April 10)

\_\_\_\_\_ \$350 Non-Member

**Standard Room \$140 per night:**

(Cost is per night, not per person)

\_\_\_\_\_ Friday, April 19      \_\_\_\_\_ Saturday, April 20

\_\_\_\_\_ Sunday, April 21      \_\_\_\_\_ Monday, April 22

**Meals:**

\_\_\_\_\_ Saturday Lunch (\$26.00)

\_\_\_\_\_ Saturday Gourmet Wine Dinner (\$55.00)

\_\_\_\_\_ Sunday Breakfast (\$20.00)

\_\_\_\_\_ Sunday Lunch (\$26.00)

\_\_\_\_\_ Sunday Dinner (\$50.00)

\_\_\_\_\_ Monday Breakfast (\$20.00)

\_\_\_\_\_ Monday Lunch (\$26.00)

\_\_\_\_\_ Monday Dinner (\$50.00)

\_\_\_\_\_ Tuesday Breakfast (\$20.00)

**Total Payment:** \_\_\_\_\_







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Cardholder Name (as shown on card): _____
Card Number: _____
Expiration Date (mm/yy): _____      CVV: _____
Cardholder ZIP Code (from credit card billing address): _____

I, \_\_\_\_\_, authorize the Minnesota Municipal Beverage Association to charge my credit card above in the amount of \$ \_\_\_\_\_.

\_\_\_\_\_

Customer Signature

\_\_\_\_\_

Date

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## **2024 MMBA FACILITY AWARDS**

### **Purpose**

Provide industry / community recognition and serve as an example for others to emulate.

### **Categories**

- Best Themed Promotion
- Best Innovation
- In-Store Experience & Design
- Team of the Year
- Community Involvement

### **Judging**

All member facilities are eligible to participate. An independent panel will determine the winners. Panel participants might include current MLS managers, city staff / officials / industry representative and MMBA staff. Panel participants will vary each year.

### **2024 Nomination Timeframe**

Entry deadline is April 1, 2024 for activities in 2023.

Awards will be presented at the 2024 annual meeting at Arrowwood Resort.

Winners will receive a plaque and \$300 community project monetary award.

### **Submissions must be received in the MMBA office by April 1, 2024**

MMBA, PO Box 32966, Minneapolis, MN 55432 or [kaspszak@outlook.com](mailto:kaspszak@outlook.com)

Include: Facility Name, Address, Phone Number, Primary Contact Information & Award Category.

**Nominate Yourself or Others!!!**



# REAL CRAFT COCKTAILS. IN A CAN.

## TATTERSALL

Tattersall's 3 distinctive 12oz sleek canned cocktails celebrate the spirit of adventure and let you take the cocktail room anywhere your journey takes you.



# 2024 MMBA Award Criteria

## Best Promotion

Awarded to the facility demonstrating the most innovative promotion to reach and appeal to its customers. Entrants must describe how the campaign or promotion was conceived, executed and evaluated for success, giving necessary data to support their claims. Each entrant must submit photographic evidence and relevant items of promotional material to support their entry.

## Best Innovation

Awarded to the facility challenging the status quo and developing innovative solutions that successfully enables positive change to occur. Entrants must provide a description of the challenge, the innovative solution and the positive outcome achieved.

The judges will pay particular attention to:

- Examples of challenging the status quo
- Examples of the innovative solution
- The execution
- The outcome or result

## In-Store Experience & Design

The award recognizes a retailer that demonstrates an innovative, original and visually enticing in-store experience & design layout. Whether it is a new store with a new design/layout concept, an existing store that has been completely renovated or the implementation of new technologies and tactics that add new value to the in-store shopping experience, the impact on the success of the retailer must be demonstrated.

## Team of the Year

Awarded to the facility showing outstanding achievements of teams epitomizing the spirit of unity, collaboration, and collective success in their operation. Exceptional teams play an integral role in driving excellence, innovation, and the overarching success of their organization.

The judges will pay particular attention to:

1. **Team excellence:** Demonstrate how your team has achieved outstanding teamwork, contributed to significant objectives, and impacted the overall success of the organization.
2. **Collaboration and initiative:** Prove your ability to foster collaboration, inspire initiative, and work collectively toward common goals, with specific examples.
3. **Results and impact:** Share measurable results, such as improved performance, positive influence, and contributions to the retail industry.

## Community Involvement

Awarded to the facility showing the most commitment to activities within its community. Entrants will provide written and photographic evidence, including media coverage, of how being committed to the community benefited business and added to the facility's appeal. The Awards winner will show how a municipal liquor operation is more than just a retailer selling alcohol.





*Michelob* **ULTRA**  
Official Beer of the Minnesota Timberwolves

# SUPERIOR LIGHT BEER



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Gobert

Naz  
Reid

Mike  
Conley

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E-mail: crowriverwinery.com

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