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MINNESOTA MUNICIPAL BEVERAGE ASSOCIATION
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On The Cover

Sutter Home Winery began when an Italian immigrant family, the Trincheros, relocated from New York City and moved to the Napa Valley in December, 1948. There they created Sutter Home White Zinfandel, the light, refreshing, fruity and affordable wine that continues to have a major impact on the wine category.

For more about the Sutter Home Winery and Sutter Home White Zinfandel, see page 15.

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MMBA President's Message



Gary Buysse
President

I have a short attention span and getting shorter. So, it seems to work best for me to keep my ideas condensed and to the point. All of you have the luxury of being the beneficiaries of the phenomenon.

I believe the MMBA Spring Conference was a great success. I'm occasionally blown away by the fact that I am the President of our Association. I consider it a great honor to serve in this capacity.

With that said, I was extremely proud of our attending members, our Board of Directors and finally our Executive Director! The attendance, the level of participation, the quality of the seminars and the information sharing only served to further illuminate that our association has some of the best managers in the country. The compliments we received from our presenters regarding the quality of our attendees were very gratifying!

Go to www.municipalbev.com for seminar handouts & a Conference video.

Thanks again to all for the success of our 2008 Spring Conference!

It is extremely important to support those who support us! Thanks to all of our commercial members for their continual support and participation at Arrowwood:

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Paul and I attended the League of Minnesota Cities in Rochester June 11 and 12. It is apparent to me the majority of successful municipal liquor departments have administrative staff and elected officials who can visualize the potential benefit of their

enterprise funds, and do whatever is necessary to create an environment that promotes control and profit.

Many of these municipal leaders were forced to make difficult decisions to preserve and protect their local asset. They all understand as Mr. Spock from Star Trek did that, "the needs of the many greatly outweigh the needs of the few, or the one." Personnel decisions are rarely easy especially when they involve long-term employees. They must never be made with the welfare of a single individual in mind.

Finally, please be pro-active when you make your facility purchasing decisions. Support those who support you.

Reclaim your right to purchase. Don't allow others to unduly influence your decisions. Bigger is only better in specific situations. Be aware that you control your store, your sales floor and your checkbook. Salespeople are not doing you a favor by stopping at your account! Your commission dollars should be paid to the individual who gives you service, not the one that copies down your order! You may be the only enterprise fund in your community!

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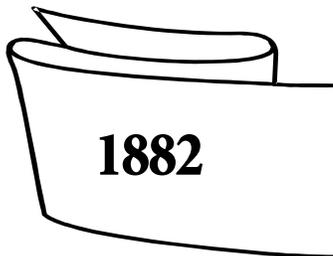


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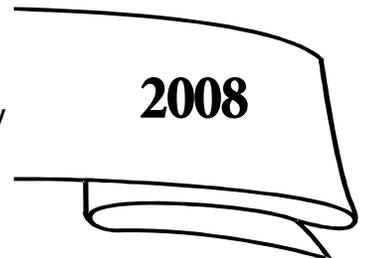
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Many Wine Consumers “Overwhelmed”

As wine consumption in the United States reached an all-time high in 2007, wine producers celebrated the long-awaited arrival of a “wine culture” in America. But according to an 18-month study commissioned by Constellation Wines U.S., a large segment of the consumer population is still “overwhelmed” by wine.

“Our industry needs to do more to become more customer focused,” said José Fernandez, president and CEO of Constellation Wines North America.

The original 2005 study of 3,500 wine drinkers was one of the largest consumer research projects ever conducted by the wine industry. The new study examined the purchases of 10,000 premium-wine consumers--defined as those who purchased wine priced at \$5 and higher--over an 18-month period. While the first Project Genome study asked online survey participants to recall their wine purchases during the last 30 days, the Home & Habits study tracked the actual purchases of Nielsen Co’s Homescan® consumer purchase panel, which employs in-home bar code scanners and surveys to map consumer buying behavior across a demographically balanced sampling.

Nielsen measured consumer attitudes and purchase behavior within multiple purchase channels. The scan data were supplemented with online interviews to classify consumers by Project Genome consumer segments identified in Constellation’s original study: Enthusiasts, Image Seekers, Savvy Shoppers, Traditionalists, Satisfied Sippers and Overwhelmed. Among the new insights into the segments:

Overwhelmed (23% of consumers)

Overwhelmed by sheer volume of choices on store shelves

Like to drink wine, but don’t know what kind to buy and may select by label

Looking for wine information in retail settings that’s easy to understand

Very open to advice, but frustrated when there is no one in the wine section to help

If information is confusing, they won’t buy anything at all.

Image Seekers (20% of consumers)

View wine as a status symbol

Are just discovering wine and have a basic knowledge of it

Like to be the first to try a new wine, and are open to innovative packaging

Prefer Merlot as their No. 1 most-purchased variety. Despite the movie “Sideways,” Pinot Noir is not high on their list.

Use the Internet as key information source, including checking restaurant wine lists before they dine out so they can research scores

Millennials and males often fall into this category.

Traditionalist (16% of consumers)

Enjoy wines from established wineries

Think wine makes an occasion more formal, and prefer entertaining friends and family at home to going out

Like to be offered a wide variety of well known national brands

Won’t often try new wine brands

Shop at retail locations that make it easy to find favorite brands.

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Savvy Shoppers (15% of consumers)

Enjoy shopping for wine and discovering new varietals on their own

Have a few favorite wines to supplement new discoveries

Shop in a variety of stores each week to find best deals, and like specials and discounts

Are heavy coupon users, and know what's on sale before they walk into a store

Typically buy a glass of the house wine when dining out, due to the value.

Satisfied Sippers (14% of consumers)

Don't know much about wine, just know what they like to drink

Typically buy the same brand--usually domestic--and consider wine an every-day beverage

Don't enjoy the wine-buying experience, so buy 1.5L bottles to have more wine on hand

Second-largest category of warehouse shoppers, buying 16% of their wine in club stores

Don't worry about wine and food pairing

Don't dine out often, but likely to order the house wine when they do.

Enthusiasts (12% of consumers)

Entertain at home with friends, and consider themselves knowledgeable about wine

Live in cosmopolitan centers, affluent suburban spreads or comfortable country settings

Like to browse the wine section, publications, and are influenced by wine ratings and reviews

47% buy wine in 1.5L size as "every-day wine" to supplement their "week-end wine"

98% buy wine over \$6 per bottle, which accounts for 56% of what they buy on a volume basis.

With the highest percentage of consumers falling into the "Overwhelmed" category, Leslie Joseph, Constellation's vice president of consumer research affairs, commented: "We need to do a better job as an industry of helping these people understand what a wine's going to taste like."

Fernandez said he sees the situation as a chance to increase overall wine sales in the U.S. "We've under-communicated to these consumers," he said.

"Increasing per capita consumption in the Overwhelmed category is our biggest opportunity. If we do nothing, today's Overwhelmed will be tomorrow's Overwhelmed."

The fact that most people who work in the wine industry are Enthusiasts may account for the industry's failure to understand Overwhelmed consumers, Fernandez added.

Joseph pointed out that the industry also needs to pay more attention to Traditionalist consumers, who tend to prefer established wine brands. "It's perhaps not the most exciting segment to be talking about" for sommeliers or retailers, she said, "but it's very important to keep these

consumers in mind."

"All six of these segments are coming into your establishment on any given day," said Ed LeMay, senior vice president, channel management, Constellation Wines U.S. "The key is in what proportion."

How data will be used

Constellation will use insights from the Project Genome Home & Habits study when consulting with retailers and on-premise establishments in developing more comprehensive wine plans, from updating displays to "clustering" selections by geography, lifestyle and preference.

"Any time we can learn more about our premium-wine consumer, it's an opportunity to serve them better," LeMay said.

Fernandez said the study results are especially important to Constellation now that it has divested itself of "jug wine" brands Inglenook and Almaden, and is focusing on becoming a leader in the premium wine segment.

Constellation chose to share top-line findings of the new research as a service to the industry, Fernandez said. "In the end, we all benefit when we know consumers better, and can make wine a more meaningful and relevant part of their lives."

Good Reasons for Firing Employees

- Verbal Abuse of Others
- Physical Violence
- Incompetence
- Theft
- Repeated, Unexcused Tardiness
- Intoxication on the Job
- Insubordination
- Falsification of Records

To Bee or Not to Bee

By Tom Shea

MMBA Conference Presenter

In science class, we watched as someone put 10 flies into a large mayonnaise jar. There were small holes punched in the top, and then the top was placed on the jar. The jar was laid on its side and sat on the table for a couple of hours.

At the same time, 10 bees were placed in an identical jar with the same exercise being performed with the top, and the jar placed on the table near the jar containing the flies. A couple of hours later, the lids are removed from each jar and the jars left on the table.

The next day we return to the class room to see what has happened with our experiment. The jar that contained the flies is empty as all of the flies have flown out of the jar. Looking at the jar containing all of the bees, we find they are all still in the jar. But, they are all dead as they have not had any food or liquids for the past day. Yet, like the flies, they were free to go but they did not. What happened?

According to our science books, flies and bees are both genetically programmed to fly toward light source. However, within their biological programming there is a difference. The bees are so tightly programmed that they can not do anything else.

The bees have no adaptive skills. When a situation requires them to be creative, they cannot. They know to only fly toward the light, and if something gets in between them and the light, all they know to do is bump into that something. Think of it in human terms. Someone asks you how to get to another town that is 200 miles away. You have two options as you decide how to help them.

The first option is to give them the directions. Use paper and pen, and write out the directions; street by street and highway by highway of how they get to their destination. With clearly written directions, they should arrive

at the correct location and on time.

The second option is to utilize a road map. We will begin by marking the starting spot, and the destination on the map. Then we will then teach them how to read the map. With the instruction, we will send them on the way with their map. Which technique is better?

Let's make our decision by looking at this possibility. Traveling down the highway, our driver comes to a point where the road is closed for the next 20 miles due to construction. As they exit the designated highway, they are left to find their way around the detour, and again back to the highway. Will our driver find their way? Perhaps. But, we have not instructed them how to deal with the necessary detour. There is a good chance that this driver could wind up like the bees; they know where they want to go, but they can't get there.

However, our other driver, knowing how to read the map, will probably stop on the side of the road to plot a new route around the detour. There may be a time delay, but our second driver will most likely reach their destination because they can adapt to the situation.

What is the similarity in the bees, flies, directions, and a road map? And more importantly, what does it have to do with your business? In addition to the two examples we just gave, the two comparisons relate to management styles. The bees and flies also relate to how we function as owners and managers. Do we see other options when we are making decisions with regard to our business?

The most handicapped businesses today are those that have an owner or manager making all of the decisions by themselves. Most all of us, as owners and managers, would be able to quickly create a list of our own management skills when asked. Our skills would cover areas such as personnel, marketing, pricing,

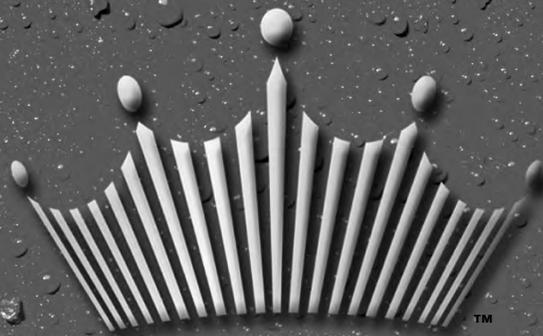
purchasing, and a host of other retail oriented skills. Unfortunately, many of us see ourselves as being the best at each of these skills within the confines of our business.

As a contrast to this, many of the best managers and owners are those who realize they are not the one who will always have the best idea. In fact, they know that each and every employee is bringing at least one skill to the workplace in which they are the best.

The task facing these best owners and managers is to find out what that talent is, and put it to use in the work place. This type of thinking constantly exposes the business to new ideas and challenges. Imagine a challenge your business faces being similar to the jars of bees and flies. If there is creative thinking going on, then someone within the business is likely to find the way out. The same is true with an opportunity. You might be occupied with other aspects of the business, and one of your employees sees the opportunity. Now your business can profit from the vision of more than one person. That can happen as long as you let your employees know that their thoughts and ideas do count. Will all of their ideas work? No. But then again neither do all of the ideas of the owner and manager. That said; we progress to the second comparison – the directions and the roadmap.

Think of the occasion where you are giving instructions to someone working for you. There are at least two ways to utilize another person to accomplish something. We can give the person the directions of how to perform the task. In all likelihood, we will give the directions based upon our experiences, the way we have performed the same task, or the way we think the task should be done.

While the person may be benefiting from our past efforts, they are also handicapped by the detail of our very specific instructions. We can also experience several problems with this *(Continued on page 10)*



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TO BEE OR NOT TO BEE

(Continued from page 8)

style. We may have an employee that does not have confidence in our instructions. We have probably not bothered to ask the employee how they think it should be done. We do not know if they have the skills to do the task our way.

If their effort fails, they can easily blame their failure on our instructions. These thoughts, and others like them can often lead to a situation that is doomed to fail from the start. Looking at the scenario from the perspective of teaching someone to read the road map, we are working to help an employee to see the overall picture. For example, we would be showing an employee the components of an excellent display.

Our "map" would explain how a display needed to be tested. And, how the results should be documented so we could see how to improve the next display to increase sales. With this technique we will soon find ourselves not having to spend each and every moment with the employee to show them how to do each and every task. And with each session of education with our employee, we have now accomplished three things. The first is to free our time to do something different; perhaps doing something that is more valuable to your business.

The second is to have an employee that is now more valuable to your business. And the last is that you now have two of you that are on the same page with regard to the building of your business.

So the next time you want to give directions to an employee, think about whether you are wanting them to become a fly or a bee; and if you have given them a road map or just told them what to do. It could make a tremendous difference in your business.

- Our instructions to employees can constrict their ability to perform
- Education is a must in a successful business
- Instructions must allow an employee to think

How to "Eat" Beer

Anheuser-Busch is looking to help consumers enjoy "eating" beer, via the launch of "The Anheuser-Busch Cookbook: Great Food Great Beer," which features recipes that include beer as an ingredient, as well as beer pairings information and recommendations.

"Beer is one of the most versatile, moderate alcohol beverages in the world, and pairs well with a range of cuisines by complementing, and not overpowering, complex flavors," said Brent Wertz, executive chef at Anheuser-Busch's Kingsmill Resort & Spa and the spokesperson for Great Food Great Beer. "Beer adds pizzazz to any menu and with Great Food Great Beer we want to help provide culinary enthusiasts with a fun, creative twist when preparing dishes. As detailed in the book, beer should be paired carefully with the right dish to bring out the best of both."

The book, which is published by Sunset Books; January 2008; \$24.95/Softcover with flaps contains 185 recipes for pairing beer with dishes that range from appetizers to desserts. For each recipe, it takes into account the aroma, bouquet, taste,

and body of a variety of beer styles, and offers a wide range of recipes for casual weeknights and special occasions.

Some of the recipes include:

- Spicy shrimp cakes with corn salsa
- Tuna ceviche with cumin and chile
- Pulled chicken sandwiches
- Grilled green tomatoes with salsa
- Chicken stew with saffron
- Pork skewers with Moroccan spices
- Mushroom-stuffed filet of beef
- Cajun jambalaya with wild rice
- Vietnamese skewers with dipping sauce
- Lemon-garlic shrimp skewers
- Seared snapper provencale
- Fallen chocolate cake with cherries

Each recipe is paired with a type of beer - whether it's an American-style premium lager, a European-style pilsner, an English-style pale ale, or a dry stout - as recommended by an Anheuser-Busch brew master. The book also provides overall tips on how to pair beer and food.

Additionally, Great Food Great Beer provides a guide to beers, menu suggestions, and indexes in which recipes are categorized by both beer and ingredient.

A Poem by Ella Wheller Wilcox

There are two kinds of people on earth today,

Just two kinds of people, no more, I say.

Not the good and the bad, for 'tis well understood

That the good are half-bad and the bad are half-good.

No! The two kinds of people on earth I mean

Are the people who lift and the people who lean

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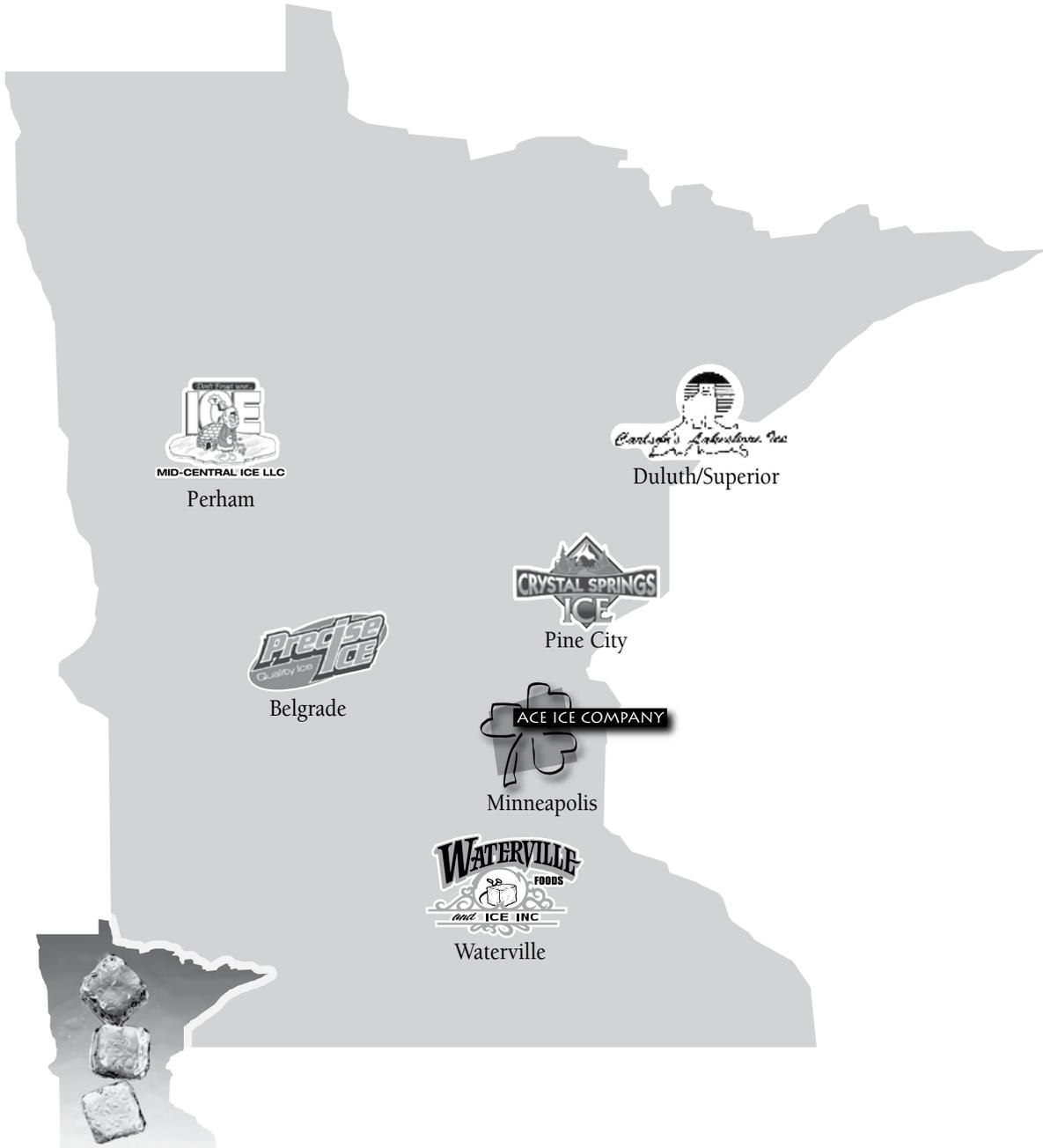
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Brandy Basics

Rich and warm, brandy is a libation with few peers. Whether savored neat in a snifter, enjoyed in a cocktail or appreciated in a blended drink, brandy's generous character always satisfies. "Clearly many people agree, as brandy continues to grow in popularity," observes Gary Heck, proprietor of Korbel® Brandy. "And a few brandy basics can really enhance your appreciation of this classic spirit."

Brandy is created by heating wine (or fruit wine, if so indicated) in a still, carefully drawing off the alcohol and fruit vapor and condensing it back into liquid, aging it in charred (on the inside!) oak barrels, and blending various barrel lots to achieve a desired style. Like winemaking, brandy making is a slow, meticulous process and one that requires plenty of experience to do well.

The origin of brandy is a mystery, though linguistic evidence suggests it may date back to ancient Babylon. Whatever its origin, brandy evolved in Europe between the 12th and 16th centuries, and several nationalities played significant roles; the Germans by considering it a drink rather than a medicine, the Dutch (whose word "brandewijn" – burnt wine – became the source of its name) by refining production techniques and using oak barrels for transport, the French by producing the necessary grapes and oak barrels and the English by demanding quality only achieved by precise distillation. The final step in brandy's evolution came in the 19th century, with the Irish invention of the column still, an alternative to the pot still that gave producers precise control over the levels of alcohol and fruit elements (called congeners) in the distillate. In the two centuries since, brandy production has expanded around the world. Korbel Brandy was first made in 1889 – today it is one of the oldest brandy producers in the United States.

Fine brandy begins with fine grapes –

predominantly white grapes and always grape varieties that retain crisp acidity at maturity. Interestingly, most of these grape varieties are exclusive to brandy production; classic wine grape varieties develop so much fruit character at maturity that they become overwhelming when distilled. For Korbel Brandy, that means premium California grapes. The grapes are crushed and pressed, and the juice fermented just like wine. Whether distillation takes place in a pot still or a column still, considerable care must be taken to capture only the alcohol and fruit vapor suitable for brandy.

The time brandy spends in charred oak barrels is critical to its character. The longer a brandy stays in barrels, the richer, smoother and more concentrated (this due to slow alcohol evaporation through the wood, a loss called the "angel's share") it becomes. All brandy spends at least some time in barrels.

Korbel California Brandy averages two years in barrels and emphasizes fresh, youthful character that can be enjoyed neat or in blended drinks.

Korbel Gold Reserve VSOP (which stands for "Very Special Old Pale") Brandy, spends a minimum of two years in barrels and has the richness, complexity and smoothness best savored from a snifter. Other acronyms with established meanings in the world

of brandy include VS ("Very Special") for brandy in barrels for three to five years and XO ("Extra Old") for brandy in barrels at least six years.

The final steps in brandy production are blending, dilution and bottling. Different barrel lots evolve differently, depending on the young brandy stored in them, the length of storage and the age of the barrel. After evaluating the available lots, the brandy cellar master will slowly "build" a blend, putting together various lots to achieve the "house" style for the specific bottling.

At Korbel Brandy, each blend is approximately 7,000 gallons. A few brandies also are lightly enhanced to create unique taste experiences;

Korbel XS Brandy – for example – is blended with Madagascar vanilla, orange essence and other exotic flavors to create a brandy superbly suited for mixed drinks. After a blend is completed, the brandy is diluted with water to the specific alcohol level

Korbel California Brandy and XS Brandy are bottled at 80 proof (40% alcohol) and Korbel Gold Reserve VSOP is bottled at 90 proof (45% alcohol) – then filtered and bottled. Brandy is ready to enjoy as soon as it is bottled; unlike wine, it will not gain additional complexity or smoothness with cellaring.

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Bob Trinchero's "Devine Intervention"

An Italian immigrant family, the Trincheros relocated from New York City and moved to the Napa Valley in December of 1948. Patriarch of the family Mario Trinchero had come west several months earlier with his brother John to seek out new living quarters for the family. His wife Mary and their three children-Bob, Vera and Roger spent the first seven months after their arrival living in a small, unheated motel cabin with no indoor bathroom. Still, the senior Trinchero wasted no time introducing his family to the vintner's life.

Oldest son Bob was put to work bottling and the illusion of the vacation that the 12 year old had was replaced by the reality of life as a winemaker. "It was just a few days after we had arrived from New York [that I was helping my father bottle the wine]. I thought it was something of an adventure, but as the months rolled by, I realized it wasn't," Bob Trinchero recalls.

While John Trinchero made the wine, Mario sold it and the rest of the family members filled in, helping with whatever responsibilities needed handling. Mary Trinchero worked ten-hour days on the bottling line, kept the books and cooked meals in the kitchen behind the tasting room. Vera and Roger helped out on the bottling line after school and on weekends, while Bob was given more strenuous tasks like shoveling pomace or cleaning out tanks and barrels.

Bob graduated high school in 1954 and after returning from a stint with the Air Force, asked his father for a job in 1958. Now married to high school sweetheart Evalyn, Bob felt the obligation of supporting a family and went to see his father about a job. Bob was hired and in 1960, his uncle John retired, leaving Bob to handle the winemaking, although he had no formal

training. For the next five years, Bob perfected his craft while the winery struggled. A bank loan finally allowed the winery to retire their debts and make desperately needed improvements to the winery.

While Bob gained confidence in his winemaking skills, he also developed a passion for zinfandel. In 1972, he was experimenting with ways to make his acclaimed Amador County zinfandel even more robust. Toward this end, he drained some of the free-run juice from the skins immediately after crushing, to increase the ratio of skins to juice.

(The skins impart a red wine's color and body.) Emulating the French roses he greatly admired, Bob fermented the drawn-off juice to dryness and barrel-aged it before bottling the pale pink elixir as a curiosity item for his tasting room clientele. He even graced it with a romantic French name, Oeil de Perdrix - "Eye of the Partridge"-a term used to describe white wines made from red grapes in France. When seeking government approval for the wine label, Bob was required to provide an English-language description, so in small print under Oeil de Perdrix were the small words, "a white zinfandel wine".

In 1975, what Bob calls "serendipity" or "Devine Intervention" occurred. That year, the white zinfandel suffered a stuck-fermentation - that is, the fermentation stalled before all the grape sugar could be converted into alcohol. Despite his best efforts, Bob could not restart the fermentation, so he bottled as it was, with about 2% residual sugar with a tinge of pink color. This subtle change was enough to transform his customers' opinion of the wine. Suddenly, they were asking for it, buying bottles and then cases. Coincidentally, Bob had dropped the name Oeil de Perdrix with the '75 vintage. So his customers now had a wine they not only enjoyed, but easily

pronounce.

During the 1980s, Sutter Home White Zinfandel was the single most popular premium wine in the United States, with sales growing exponentially from a base of 25,000 cases in 1981 to over 4.5 million cases today. Not surprisingly, this unprecedented sales success spawned an army of emulative "blush" wines, many of which became the salvations of the cash-strapped small wineries producing them and saved many of the "old vine" zinfandels from being ripped out and planted to other grape varieties.

When asked today about his secret to success, Bob will say with a big grin, "there is really no big secret; give your customer what they want at a fair price. If we would have listened to the wine critics years ago, we would have never made white zinfandel, but the people with the money (our customers) wanted it, and that was good enough for us." The explanation for the enduring popularity of Sutter Home White Zinfandel is that it provides our consumers with the attributes they enjoy in a beverage: It's light, refreshing, fruity, it's affordable and just tastes good. It can be enjoyed by itself or with a wide variety of foods.

Bob continues, "We are very fortunate that our parents had the guts to move to Napa Valley over 50 years ago with very little money, but with hard work and determination made a better life. To think about 30 years ago, my younger brother Roger would go to the other "large" winery tasting rooms to get used bottles, because some years we could not even afford new ones to bottle our wines to where we are today; it is truly a snapshot of the American Dream."

Sutter Home Winery is still owned and operated by the Trinchero family.

Restricted Drivers Licenses

The following is reprinted from a 2006 issue, and is in response to recent MMBA member questions.

TO: Alcohol Beverage Industry

FROM: Steven Day, Director

SUBJECT: Restricted Drivers Licenses and the Sale or Service of Alcoholic Beverages

Recently the Alcohol and Gambling Enforcement Division has been asked whether retail liquor licensees are required to inspect the back of drivers licenses for various restrictions prior to the sale of alcohol beverages. Some individuals may have restrictions on the back of their driver's license that indicate they are not to consume alcoholic beverages. Currently, Minnesota Statutes 340A does not specifically require a licensed liquor retailer to deny the sale or service of alcoholic beverages to these individuals.

There are, however, several reasons why a licensed retailer should refuse the sale of alcoholic beverages to certain persons. M.S. Chapter 340A.503 provides that a licensed retailer shall not sell or serve any person under the age of 21. A licensed retailer will need to carefully examine the front of a driver's license for date of birth information prior to the sale or service of alcoholic beverages. Proof of identification may also be provided with a valid active military identification, a valid passport, or a valid Minnesota identification card. If a licensed retailer believes a driver's license or other form of identification has been altered or falsified, the retailer may seize the identification and turn it over to a law enforcement agency within 24 hours.

M.S. Chapter 340A.502 provides that no person may sell, give, or furnish or in any way procure alcoholic beverages for use by an obviously intoxicated person. If a licensed retailer considers a person obviously intoxicated, that retailer would be required to deny the sale or service of alcoholic beverages. M.S. Chapter 340A.505 provides that a licensed retailer may not sell alcoholic beverages to any person whom the retailer believes intends to resell the alcohol beverages. Lastly, Minnesota Rule 7515.0590 provides that retailers shall refuse to sell any alcoholic beverage to a person or persons whose character is questionable or whose credential in any manner are not satisfactory.

If you have any questions regarding this matter, please do not hesitate to contact our offices at 651-296-6430.

Assignment

Make it a point to be the most informed and up to date in the industry.

Provide your staff with the tools, and insist they use them.

Make your sales staff the people with the latest industry knowledge and trends.

Your customers will learn you can be depended on to have the most up-to-date information in the industry.

Assignment

Keep your inventory up to date, and track all of your orders.

The goal is to always have what you should have, and never have what you shouldn't have.

Assignment

Always remember that a prescription without a diagnosis is called malpractice.

What is really important to your customer, and how do you find out?

Just ask!!



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Fax: (952) 830-0123
Cell: (612) 817-7532
E-mail: chris.morton@futurebrandsllc.com
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Minnesota Independent Ice Manufacturers Association

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Pig's Eye Brewing Company, LLC

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Bronze Member

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