

THE MUNICIPAL

LIQUOR STORE

OFFICIAL PUBLICATION OF THE
MINNESOTA BEVERAGE ASSOCIATION

www.municipalbev.com

Volume 72, Number 6, 2013/2014

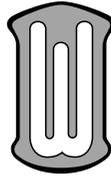


Creating a Marketing & Promotional Plan

PRSRST STD
US POSTAGE
PAID
TWIN CITIES MN
PERMIT NO. 91770

CHANGE SERVICE REQUESTED

Municipal Liquor Store
Box 32966
Minneapolis MN 55432



WIRTZ BEVERAGE MINNESOTA

Providing service and national brands to our customers with the largest selection of Fine Wines, Distilled Spirits and Beer in Minnesota.

Now selling the following beers state-wide



Wine, Spirits and Beer: (651) 646-7821 (651) 646-6063 1-800-672-0970



www.wirtzbev.com • 489 North Prior Ave. • St. Paul, MN 55104



MUNICIPAL LIQUOR STORE

Volume 72, Number 6, 2013/2014

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

BRENDA VISNOVEC
(President)
Lakeville Liquor
20195 Holyoke Ave.
Lakeville, MN 55044
952-985-4901
bvisnovec@ci.lakeville.mn.us

MICHAEL FRIESEN
(Vice President)
Hawley Liquor
P.O. Box 69
Hawley, MN 56549
218-483-4747
hawleyliquorstore@arvig.net

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

CATHY PLETTA
Kasson Liquor
30 West Main Street
Kasson, MN 55944
507-634-7618
liquorstore@cityofkasson.com

SHELLY L. DILLON
City of Callaway
PO Box 116
Callaway, MN 56521
218-375-4691
callaway@arvig.net

STEVE GRAUSAM
Edina Liquor
6755 York Ave. South
Edina, MN 55435
952-903-5732
SGrausam@EdinaMN.gov

CANDICE WOODS
Liquor Hutch
245 Washington Ave. East
Hutchinson, MN 55350
320-587-2762
cwoods@ci.hutchinson.mn.us



ON THE COVER

Creating a marketing and promotional plan allows you to put into action the vision that you have created for your liquor store, bar, nightclub or restaurant.

It aims to give you a practical plan that is easy to implement over the course of the year.

This plan will provide focus and direction while also encouraging you to monitor your results in order to improve.

In order to keep that register ringing, now is the perfect time to compile and start implementing this crucial plan that will aid in the success of your business.

Learn how, beginning on page 7 .

GARY BUYSSE
Rogers Liquor
22350 South Diamond Lake Road
Rogers, MN 55374
763-428-0163
Rwas0163@embarqmail.com



BRIDGITTE KONRAD
City of North Branch
P.O. Box 910
North Branch, MN 55056
651-674-8113
bridgittek@ci.north-branch.mn.us



VICKI SEGERSTROM
Milaca Off Sale
c/o Milaca City Hall
255 First Street East
Milaca, MN 56353-1609
320-983-6255
liquor@frontiernet.net



TONI BUCHITE
Fifty Lakes Bar & Bottle Shop
P.O. Box 828
Fifty Lakes, MN 56448
218-763-2035
toni@50lakesmn.com



KARISSA KURTH
PO Box 13
Buffalo Lake Liquor
Buffalo Lake, MN 55314
320-833-2321
buffalolakeliqors@centurylink.net



LARA SMETANA
Voyageur Bottle Shop
205 - Main Street South
Pine City, MN 55063
320-629-2020
lsmetana@pinecitygov.com



LISA KAMROWSKI
Nevis Liquor
P.O. Box 164
Nevis, MN 56467
218-652-3135
nevismuni@hotmail.com



MMBA President's Message



Brenda Visnovec
President

Typically, Paul has had to hound me for the President's article, well I was reviewing my Facebook and an article slapped me across the face.. It was the 19 things you must do in order to be successful.

I took the liberty of abridging this list down to 12 and gave it some thought as to whether or not I could be considered successful, and here is what I came up with.

- 1) You have to make a call that you're afraid to make.
 - a. I guess asking city council to consider building a liquor store utilizing park property to build on, not within close proximity to any other retail stores qualifies. And yes, we built the store and it did over \$5 million last year!
- 2) You have to give more than you get in return right away.
 - a. That's just a given to anyone who has a job and cares.
- 3) You have to fight when you are already injured, bloody and sore.
 - a. No comment! LOL
- 4) You have to feel unsure and insecure when playing it safe seems smarter.
 - a. Refer back to comment under number one! The best operations are those that are willing to commit, the ones that go outside the box to try new programs and marketing schemes.
- 5) You have to lead when no one else is following you yet.
 - a. We've all been there! We work in an environment where our jobs

intertwine with councils, other departments and civic organizations. You have to put in the overtime, do your due diligence and promote both your operation and yourself. Respect is not issued, it is earned.

- 6) You have to look like a fool while you're looking for answers you don't have.
 - a. A daily occurrence. This is retail which is impacted by transportation changes, trends, what your competition is doing, what consumers are doing. Not even Warren Buffet has all the answers. No one ever looks like a fool by saying let me get back to you on that.
 - 7) You have to make mistakes and look like an idiot.
 - a. Constantly! But is Peyton Manning not successful! A true leader is not defined by how successful he/she is when things are going well, but how he/she recovers after a fumble.
 - 8) You have to try and fail and try again.
 - a. Well I could provide you hundreds of examples here, but you deal with it and try again. You can't be successful if you don't try in the first place.
 - 9) You have to be kind to people who have been cruel to you.
 - a. We are all running municipal liquor operations and there are people out there that condemn government for being in the business, and there are the people who believe they can run a liquor store better than you because they worked as a stocker at the hardware store when they were 16. Respect them!
- You can't change a person's philosophy and everyone has a right to their opinion. The operations success and the knowledge of a job well done is your revenge!

10) You have to meet deadlines that are unreasonable and deliver results that are unparalleled.

a. Absolutely!! Thanks to our Finance Director who has always placed the liquor departments budget deadline the day following the Taste of Lakeville. In one week's time, we coordinate a 400 wine, 2,500 attendee wine tasting event, while submitting more than 100 pages of budget documents and projections. Good news though.... The budget deadline has been moved up two weeks.

- 11) You have to be accountable for your actions even when things go wrong.
 - a. Oh yeah.... It's easy to put the blame of theft, or failure on everyone but the person looking back at you in the mirror. However, being the manager of the operation, what happens in your operation directly falls on to your shoulders. Accept that, learn from it and be proactive!

12) You have to keep moving towards where you want to be no matter what's in front of you.

a. You have to do the hard things, the things no one else is doing, the things that make you doubt yourself. If you do those tasks, you have then defined yourself as successful.

The only aspect of this article that I disagree with is that I believe in a business no single individual is a success. It takes a team, surrounding yourself with others that are willing to aspire and challenge themselves in the same manner you are is what will make the team a success.

The simple truth is that in business, most of the individuals that you may consider a "success" are truly ordinary people who are willing to do the hard things in life, and have surrounded themselves with others who are willing to do the same.

Do the hard things. You might be surprised at how amazing you really are.



Budweiser

*The Great
American Lager*

This is the famous Budweiser beer. We know of no brand produced by any other brewer which costs so much to brew and age. Our exclusive Beechwood Aging produces a taste, a smoothness and a drinkability you will find in no other beer at any price.

The WORLD-RENOWNED

AB

BUDWEISER LAGER BEER

Budweiser

KING OF BEERS.

Brewed by our original all-natural process using the Choicest Hops, Rice and Best Barley Malt

Beer · Bier · Cerveza · Birra · Biere



Embrace the myth



In 1731, in accordance with the Regulations relating to His Majesty's Service at Sea, British sailors were given a daily ration of rum. Coincidentally, mermaid sightings in the Caribbean rose significantly around this time. Sailors believed mermaids rescued shipwrecked sailors and brought them to Sugar Island. Many great ships have been lost at sea forever, chasing mermaids and looking for the mythical island...



SugarIslandRum.com

Creating a Marketing & Promotional Plan

By: Kristen Santoro, nightclub.com

Creating a marketing and promotional plan allows you to put into action the vision that you have created for your liquor store, bar, nightclub or restaurant. It aims to give you a practical plan that is easy to implement over the course of the year. This plan will provide focus and direction while also encouraging you to monitor your results in order to improve.

In order to keep that register ringing, now is the perfect time to compile and start implementing this crucial plan that will aid in the success of your business. And not to fret, we've assembled our 2014 Promotional Planning Guide, including a calendar of events and holidays and some expert advice on getting started.

With this guide and calendar in hand, along with continuous updates on Nightclub.com, you'll be armed with ideas to attract crowds every day of the year! The more you plan, the easier and more successful your promotions will become.

Here we have provided some key elements for creating your marketing and promotions plan to help you get started.

Objective

What is the purpose of creating this marketing plan? Do you want to increase new customer traffic? Provide incentive programs for loyal customer? Build brand awareness through social media channels? Or, all of the above? It is best to clarify the main focus of the plan upfront.

Go Back

Did you create a marketing and promotions plan last year? If so, take the time to look back and objectively review the promotions that you executed. Analyze why successful promotions drove traffic to your business. Also evaluate what didn't work so that you don't make those same mistakes again. Sometimes a great idea fails because it was executed at the wrong time or promoted to the wrong audience.

Target Audience

Research shows that a carefully executed promotion plan directed at the appropriate audience significantly increases the effectiveness of the promotion. Identify the exact types of customers you want to frequent your establishment over the next year. It is impossible to market to everyone therefore this helps you to concentrate on specific groups that fit your theme and brand.

Budget

Budgeting is a key element in planning your marketing and promotions plan. Make sure that you know how much money you can allocate to your promotional strategies each month. This will determine how many promotions you can realistically implement based on the allocated portion of revenues that you put towards the plan. Promotional spend varies from venue to venue; therefore, you need to determine what works best for your budget. If you're a new venue budget more than you think you need.

Strategy

Based on the previous steps and the information that you have gathered it's now time to define the key elements of

Total Register Systems

4215 Louisiana Avenue New Hope, MN 55428

(763) 537-1906 • www.trs-pos.com

Point-of Sale & Inventory Solutions
for the On-Sale / Off-Sale
Municipal Beverage Industry

Systems Include

- ID Verification
- Credit Card Interfacing
- Sign Painting
- Gift Cards
- Wireless Scanning
- Touch Screen
- Report Wizard
- Video Camera Interfacing

Total Register Systems has 20 years of Experience in Retail Partnerships

the marketing and promotions plan and the lead time needed in order to execute successfully. Without deadlines little will get done. Lay out the opportunities that you would like to take advantage of and what/when tasks need to be completed.

Tactics

Tactics include defining exactly what you are actually going to do for each promotion. Create a central theme and develop a message to support that theme. Get creative and fine tune the preliminary details of the promotions prior to implementation. Most people start at this step and then wonder why their promotions didn't work.

Execute

A great promotion means nothing if you can't execute, so make sure your staff is fully prepared and don't spare any details. Designate someone from your staff to drive the promotion. Then provide them with a Promotional Execution Guide.

Include the following:

- **What** — A summary of the promotion and goal(s).
- **When** — Pertinent "headline" dates (start, end, contest dates, finals, etc.).
- **Who** — Who is doing what and by what date? Sponsorships, POS materials, drink development, running the contest (if there is one)/ contest rules, media, staff, food, etc.
- **FAQ** — Think of all of the things a customer or server may ask and make sure you have an answer. Can someone reserve a table? If so, who and how? Who handles reservations, and is there a special reservation list? Is there an employee incentive? How does it work? What are the prizes? Are there food specials? What are they?

A FAQ list can be hung on the employee bulletin board or attached

to paychecks to make sure everyone is aware of the event as well as when and how it works for staff and guests.

Make sure to check in with the appointed staff member in order to keep them on track and provide them with the proper support to ensure success.

Evaluate

Evaluation of the marketing and promotions plan should take place on an overall level at the end of the year and an individual promotions level. Did the promotions work? If so, great! But, what elements contributed to the success of these promotions that can be applied to the others? What if your master plan didn't work? What can you learn from the promotion and make sure not to repeat.

success of these promotions that can be applied to the others? What if your master plan didn't work? What can you learn from the promotion and make sure not to repeat.

Do Not

Do not fall prey to the latest trends or fads. Not all of them will compliment your brand or relate to your target audience. The most effective

promotional plans are cohesive and well-planned.

*Attitudes
are
often used
after the fact
to make sense
out of an
action that
has already
occurred*

One Call.

If it has anything to do with beverages, ice or refrigeration, call the Shamrock Group. With our expert attention to detail, starting with us will set you up for business success.

- Over 100 beverages
- Shamrock Beer Systems
- Walk-in Freezers/Coolers
- Shamrock Water Filtration
- Bulk CO₂, other gasses
- Service, Repair, installation
- Ice machine rentals
- "Perfect" Ace Ice



SHAMROCK GROUP

The Beverage & Ice Experts
Unrivaled product quality, value & service since 1945
612.824.0745 • 800.862.9273



Dedicated to Sales and Service

Southern Wine & Spirits of America, Inc. is the Nation's largest wine & spirits distributor with current operations in 35 states. On a national Scale, Southern Wine & Spirits of America employs more than 11,000 team members along with 224 Minnesota based team members. We are an Equal Opportunity Employer.

Sauk Rapids Liquor Has Turnaround Year

By Kari Petrie, St. Cloud Times

After several years of declining profits, the Sauk Rapids municipal liquor store had a turnaround year in 2013.

The liquor store more than doubled its profits in 2013 compared with 2012. In 2012, the store made a net profit of \$62,400, and in 2013, it made about \$140,000.

Liquor store manager Tom Boulton gave the Sauk Rapids City Council an update on Monday about the store's operations.

He said 2013 was the best year the store has had since 2004.

In recent years, the Sauk Rapids liquor store has seen a drop in its net profits.

From 2008 to 2012, the store had a 50

percent drop in net profits, according to reports from the State Auditor's Office.

In 2008, the store made \$124,000.

Boulton attributes the turnaround to more advertising, using social media and better ordering.

He said they work to have comparable prices with the other liquor stores in the area. Boulton started managing the store in September 2012.

The store has started a wine club that had about 30 participants at an event last week.

All the tickets for the April event are already reserved, but Boulton hopes to add seats.

Boulton said the store has also increased its options in craft beer, which has grown in popularity.

Statewide, municipal liquor stores saw a 33.7 percent increase in net profits from 2008 to 2012, according to the auditor's 2012 report.

Off-sale stores, like Sauk Rapids, saw a 27.6 percent increase during that time period.

In 2012, municipal off-sale liquor stores in outstate Minnesota saw an average net profit of \$176,000, according to the report, which was released last month.

In 2012, Sauk Rapids paid about \$422,000 in operating expenses at the liquor store, according to the auditor's report.

Bad Reasons for Not Checking ID

A Metro Minnesota police department recently ran stings at businesses that hold liquor licenses to make sure they aren't selling alcohol to minors.

According to the local newspaper, 10 out of 56 establishments failed the compliance check. And asked why they sold booze to underage folks, three of the busted employees, in particular, offered up humorous excuses.

In one instance, the clerk said he was so blinded by a 19-year-old customer's beauty that he decided to press his store's magic button.

The 62 clerk, never asked for an ID. He stated the 19-year-old customer was very pretty. He further stated she appeared to be over 30 and there was a button he could press at the register that allowed him to bypass the date-of-birth entry.

At another establishment a 68-year-old

clerk sold booze to a minor without asking for ID but explained that "it was the end of his shift and there was a line, so he was trying to move quickly.

At another location, a 63-year-old employee said he simply "totally forgot" to ask for ID after he was caught selling to a minor red-handed.

At least those guys had excuses. However at an asian diner, a 22-year-old manager checked a minor's ID, but then proceeded to sell them booze anyway. Perhaps she didn't realize employees don't get any points merely for making an effort.

While their excuses may have been amusing, the penalties the aforementioned employees face are not. All who failed the compliance checks have been charged with gross misdemeanors and face maximum penalties of a year behind bars and/or a \$3,000 fine.

Voids & Returns

By Minnesota State Auditor

Avoiding Pitfalls: Cash Register Theft Schemes: Voids and Returns

For public entities using cash registers, it is important to recognize that voids and returns can be used to cover up cash register theft schemes. To reduce the risk of becoming a target of such a scheme, remember to segregate duties: the person ringing up the sale should not be able to approve voids or returns.

One very simple internal control is the use of void and return forms at each register. A form should identify the amount of the void or return, the employee working the cash register, and the customer involved in the return. A form should require a manager's approval of the void or return. If the manager is the person initiating the void or handling the return, a second person's approval should be required. Once the void or return is approved, the form would be placed in the cash register drawer and maintained with the cash register tapes

For a good time
Call Big Ginger[®]
1-855-4-2GINGERS

OR ASK YOUR BARTENDER

2 GINGERS[®]
IRISH WHISKEY

TIPPLE RESPONSIBLY™ 2 GINGERS® Blended Irish Whiskey 40% Alc./Vol. ©2014 Kibbegan Distilling Import Company, Deerfield, IL



CIDER LIKE THEY USED TO BUILD

BUILT FROM APPLES • BUILT TO REFRESH



MADE STRONG

Fun Alcohol Quiz

By Betty Stein for The News-Sentinel

My daughter and I were talking about — what else — the weather, and she mentioned a tropical paradise. She went from there to Hawaii and came up with the idea for this column: How about alcoholic beverages? They keep people warm, don't they?

So that's what this is about. Every question has a connection with an alcoholic drink or alcohol.

1. Who wrote the immortal words "Candy is dandy, but liquor is quicker"?
2. The novel "Catcher in the Rye" is back in the news. Who wrote that gem?
3. What is the drink we associate with the Kentucky Derby? (No, not Four Roses!)
4. What is a sommelier?
5. You use it to securely wrap a gift, it's manufactured by 3M and it's a transparent adhesive tape. What is it?
6. What do we call the tall, slender glass usually reserved for Champagne? (OK, so it's also a musical instrument.)
7. It's a breed of a large, heavy draft horse with heavily feathered legs and is associated with a popular American beer. Its name?
8. Which Scottish poet wrote "Comin' Thro' the Rye"?
9. It was successful first on television's "Playhouse 90" and then hugely successful as a movie starring Jack Lemon back in 1962. The title song was great, too. What is the title?
10. Its name also is used for a very helpful household tool. Name the drink.
11. A Belorussian who is Caucasian shares this name with an alcoholic beverage. What's the name?
12. It's also a girl's name, but she doesn't have salt around her edges. What's the drink?
13. What is Martini & Rossi?
14. Why is the real Champagne always capitalized?
15. Why has news person Elizabeth Vargas been in the news very recently?
16. It's a drink often associated with brunch. It consists of orange juice and Champagne and is also the name of a tree with colorful flowers. Its name, please.
17. It's a lovely song from Cole Porter's "Anything Goes," which fits into this quiz. You'll get a kick out of being right.
18. It is a city in Israel, principal city of the Negev, and goes back to ancient times. It lends part of its name to this quiz.

19. It was a wildly popular song back in the big band days, and then Spike Jones took hold of it with a hilarious version.

20. A lovely Viennese waltz is "Wine, Women and Song." Name the composer.

There you have it. A bonus? You want a bonus? OK: Who starred in "Cocktail," a film about a charming, flashy bartender?

Answers: 1. Ogden Nash; 2. J.D. Salinger; 3. Mint julep; 4. A wine steward; someone really knowledgeable about wines; 5. Scotch tape; 6. Flute; 7. Clydesdale; 8. Robert Burns; 9. "Days of Wine and Roses"; 10. Screwdriver; 11. White Russian; 12. La Margarita; 13. an Italian alcoholic beverage company specializing in vermouth and wine; 14. Champagne is a region of France; 15. She announced she had become addicted to alcohol and is now a member of Alcoholics Anonymous; 16. Mimosa; 17. "I Get No Kick from Champagne"; 18. Beersheba; 19. "Cocktails for Two"; 20. Johann Strauss Jr.

Bonus: Tom Cruise

*Managers
are often
uncomfortable
discussing
performance
weaknesses
directly with
employees*

*Men tend to use
talk to emphasize
status, while
women generally
use it to create
connection*

Things They Didn't Tell You About Retail

By Bob Phibbs, Retail Doctor

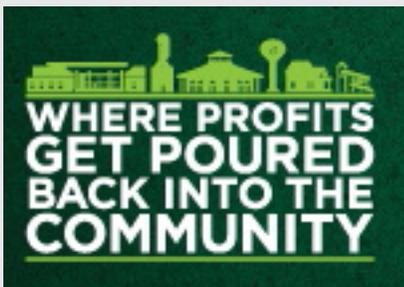
- As soon as you figure out what your customer wants, they will want something totally different.
- What customers say with their mouths is interesting, but what they say with their wallets is how they really feel.
- You will always remember the customer who managed to get under your skin and got you to lose your cool... even if you were right.
- Every big event coincides with a terrible storm.
- Customers will have suggestions for every part of your business - what you carry, what events you should hold, etc. But what they buy, attend, and otherwise support, is another matter entirely.
- You will work weekends, nights and holidays; if you don't like it, don't go into retail.
- Just because someone asks for a discount, doesn't mean they won't buy if you don't give them one.
- Customers never read the small print on coupons.

- 99% of the time, that 800 number on your caller ID is probably a merchant-services telemarketer trying to get you to switch to them.
- Sometimes a Tuesday might be your best day of the week; other times it will be a Saturday. In retail, there is often no consistency.
- There will always be customers who won't respect your store, products, or employees.
- Without a sense of humor, you will never survive. OK, you may survive, but you will be miserable.
- The customer is not always right.
- There are many businesses out there whose only business is to rip-off and scam other small businesses.
- Sales reps lie...even the good ones.
- If you let your vendor substitute one item for another one time, the next time they will simply send you whatever they feel like sending you, to the point that you won't even recognize it as your order.
- You'll have to fire the friend you were sure would be a great business partner

or employee.

- 20% of your customers are responsible for 80% of your sales.
- You can always be told "no" and say "no."
- Organization is a skill worth working on; it's what can make or break you.
- You need to listen for what customers actually spend their money on, not what they say they want.
- You'll discover an employee you loved during the interview is unable to do the job.
- The best parenting advice in the world doesn't mean a thing if you don't know what YOUR baby needs. Retail is no different. Know your baby.
- Consistently great customer service will make your business thrive, but one bad customer's experience, in the face of social media, can close your doors!
- Even with all of the maddening things that come along with being a retailer, the things you will learn about yourself, your customers, and your community will make your life more rewarding.

Edina Liquor Has New Tagline



Edina Liquor has created a new tag line - "Where profits get poured back into the community" - which is proudly displayed in their advertisements and other materials.

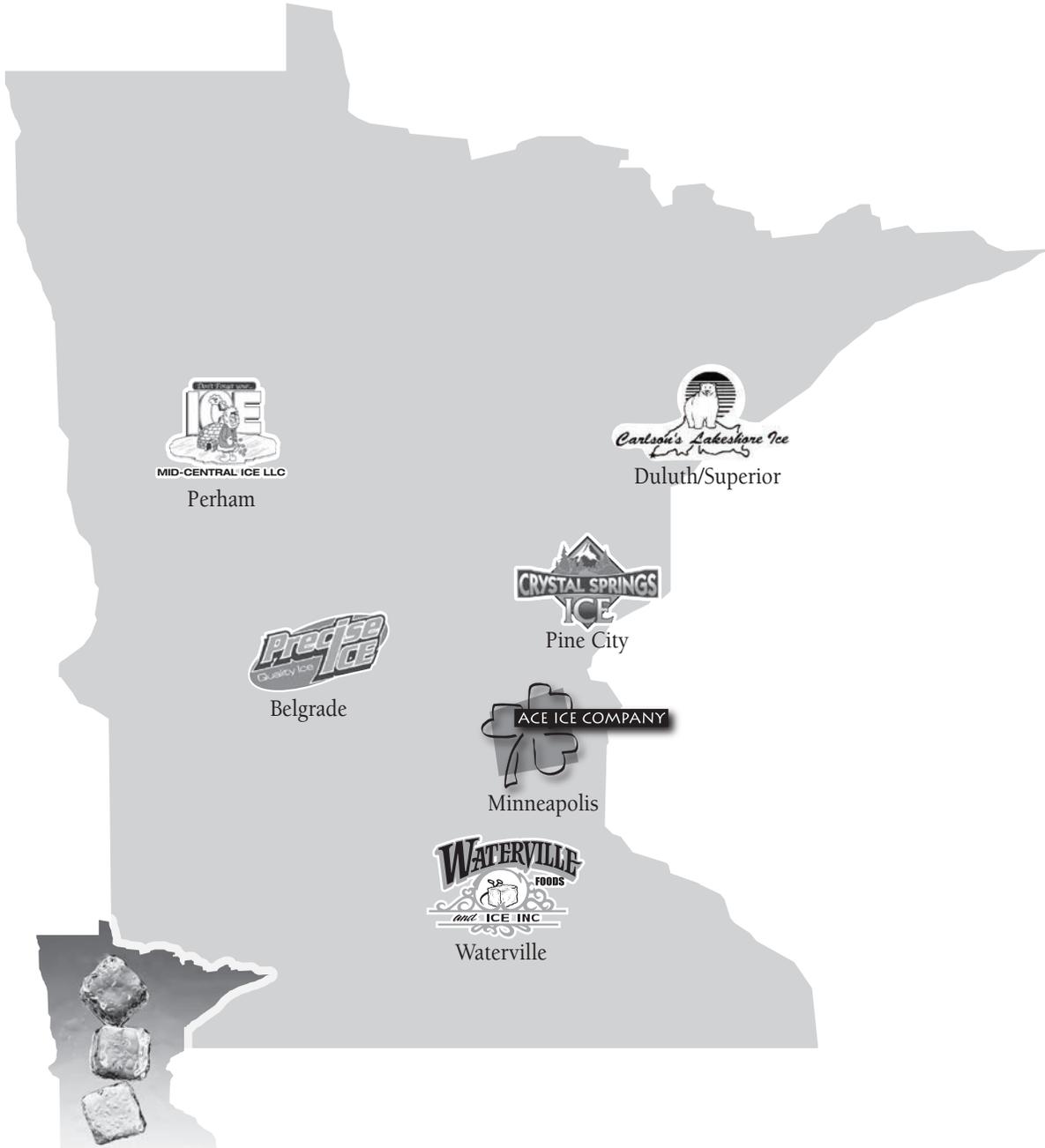
More of their new branding can be found on the liquor store website.

www.edinaliquor.com

Regardless where you are, we've got you covered.

Rely on the MIIMA members for 'bottled water' quality ice,
first-rate service and fast, dependable delivery.

Minnesota Independent Ice Manufacturers Association



MIIMA Members:

Ace Ice Company

2900 Fifth Avenue South
Minneapolis, MN 55408
612.824.9600
800.862.9273
Contact: Matt King

Carlson's Lakeshore Ice Company

602 Ogden Avenue
Superior, WI 54880
888.943.2665
Contact: Chuck Wessberg

Crystal Springs Ice Company

25503 Russell Road
Pine City, MN 55063
866.629.6267
Contact: Tom Valvoda

Mid Central Ice

39072 County Hwy. 49
Perham, MN 56573
218.346.4423
877.346.4423
Contact: Dave Chase

Precise Ice Company

608 Parkway Drive
Belgrade, MN 56312
320.254.8018
320.293.0010 (cell)
Contact: Mike Buckentine

Waterville Ice Company

14853 E. Benton, Suite 1
Waterville, MN 56096
507.362.8177
888.362.8177
Contact: Bernie Akemann

MIIMA
minnesota independent ice manufacturers
a s s o c i a t i o n

*Minnesota ice for
Minnesota businesses.*

Beware of Unseen Consequences

Recently, the Rochester Post Bulletin printed an editorial endorsing Sunday Sales of alcohol.

The thought, “beware of the unseen consequences” entered my mind.

Sunday sales could affect so many people in so many ways. From the obvious, of a family owned store being forced out of business to the incremental of losing the sponsor for an adult softball team.

Some argue the law is antiquated, but the economics of Sunday sales are very present day.

I would encourage you to contact your representative and make yourself heard!

My letter of response to the Post Bulletin, which was limited to 200 words:

A little boy was in a relative's wedding. As he was coming down the aisle he would face the crowd, put his hands up like claws and roar loudly.

So it went, step, step, ROAR, step, step, ROAR all the way down the aisle.

When asked what he was doing, the child said, “I’m the Ring

Bear!”

Current legislative action regarding liquor sales on Sunday, would not come without a cost. I do not believe the cost is worth the added convenience.

Opposition to Sunday sales is a matter of economics for store owners and managers.

It will spread six days sales, over seven days, with additional labor and utility costs.

The result would ultimately drive profits down or prices to the consumer, up.

The proponents who glibly offer, that a liquor store does not have to open on Sunday, or could be closed another day of the week, do not understand competitive industry.

Sunday sales, could lead to the elimination of 3.2 beer and thus, result in wine

& strong beer sales in grocery and convenience stores.

In a state where elected officials tout their allegiance to ‘Mom & Pop’ businesses this legislation could prove detrimental.

“Why in our right mind as Minnesotans would we perpetuate policy that exports our commerce to neighboring states?” Drazkowski asked.

Perhaps the answer to this question is not the days that Minnesota stores are open, but rather the fact that the sales tax on beer and alcohol in Wisconsin is 5.5 percent while in Minnesota it is 9.37 per cent.

Catherine Pletta

Fergus Falls Journal Editorial

Make no mistake, it would be beneficial to consumers if the Legislature passed a bill to allow liquor stores to sell alcohol on Sunday.

However, the hardship it would put on liquor stores, including municipal liquor stores in Fergus Falls and the surrounding area, seem to outweigh the convenience to consumers.

Since the days of prohibition, the laws preventing the sale of alcohol at liquor stores on Sundays was to maintain control over the sale of a product that clearly can be harmful if abused.

That said, the fact is that Minnesotans are used to the law, and have planned their shopping patterns around it.

Changing it would mean liquor stores, both private and municipal, would spend more money on staffing, utilities and other expenses, and would not likely see an increase in revenue, since sales would be spread out over seven days instead of six.

Other than convenience, there does not seem to be a dire need to change the law. Let's just leave it as it is.

Ways to Analyze Your Operation

The first part of the New Year always seems to go by really fast for me, as this is the time to analyze our business in 2013 and look ahead to 2014.

I also make sure this time of year I clean up my computer to make it run more efficiently.

Here are some of the things that help me analyze my operation:

- I run sales analysis reports to show me my top sellers in sales and profit. I do these reports as overall items and by department such as liquor, beer and wine. These reports let me know what items made me the most money and helps me set my displays for the first part of the year. I can also work with my vendors in hopefully getting better deals when they see how their product performs.
- I also run 12 month sales reports to see what trends are happening at different times of the year.
- I run “last received” and “last sold” reports to help me get rid of slow items so I can make room for new products that hopefully will sell better.

- I run productivity reports to see if I’m utilizing my staff in the proper way and making sure I have the best coverage during peak times.

These are some of the things I do to help me run our stores to be the most profitable they can be.

If you need any help in setting up or running these reports, feel free to contact me or another board member and we’ll be happy to help.

I also know that for my POS system to run the best, I need to do some cleaning up of files and data and this time of the year is the best time.

- Delete inactive items. You can run a delete inactive item report and eliminate hundreds of items that are just taking up data space. Do not just delete items - you need to run the report. I purge all the records I can to clean up valuable data space. I can help walk you through this if you would like.
- When purging the “trans log” file, I only keep 2 years. The same for the sales history file. I have found I do not

look back further than 2 years, so why keep data I never look at.

- If you run the ARS POS system, you can also call TRS and have them help you. If you have their new maintenance contract they can remote into your system and show you how to clean up the data base.

- Something to consider... If you are replacing computers in your store this year, keep one of the ones your replacing to use as a backup. If a computer crashes, you will be able to use one that you replaced in a pinch. It may run slow, but it beats not having a replacement and being without for a few days.

I hope I have given you some ideas for things to do to help you succeed in 2014.

Good luck and I wish all of you a very prosperous 2014.

Remember our board is here to help, but you need to take that first step.

Steve Grausam
Edina Liquor

Save the Date
**2014 MMBA Annual
Conference**
May 17, 2014
Arrowwood Resort

*Always take
personal
responsibility.
This is what
will set you
apart.*

MMBA Commercial Members Are Available to You! Contact Them!

Platinum Member

Anheuser-Busch, Inc.

Contact: Marques Simmons
Address: 10252 Grand Isle Place
Woodbury MN 55129
(443) 797-5868
Cell: marques.simmons
E-mail: @anheuserbusch.com
Web: www.budweiser.com

Beam Global Spirits & Wine

Contact: Justin Ashton
Address: 3601 W. 76th Street Suite 20
Edina, MN 55435
Phone: (952) 830.1131
Fax: (952) 830-0123
Cell: (612) 961-147
E-mail: justin.ashton@beaminglobal.com
Web: www.beaminglobal.com

Oven Baked Eats

Contact: Nic Boyer
Address: 16101 W 78th Street
Eden Prairie, MN 55344
Phone: 1-866-787-8982
E-mail: nboyer@deliexpress.com
Web: www.deliexpress.com

MillerCoors Brewing Company

Contact: Jon Chance
Address: 248 Cynnet Pl
Orono MN 55356
Phone: 612-718-5862
Fax: (952) 285-8862
E-mail: jon.chance@millercoops.com
Web: www.millercoops.com

Minnesota Independent Ice Manufacturers Association

Contact: Steve Kelly
Address: 2900 5th Ave. So.
Minneapolis, MN 55408
Phone: (612) 824-9600
Fax: (612) 824-1974
E-mail: steven@shamrockgroup.net
Web: www.aceice.com

National Alcohol Beverage Control Association

Contact: Jim Sgueo
Address: 4401 Ford Avenue #700
Alexandria, VA 22302-1473
Phone: 703-578-4200
Fax: 703-820-3551
E-mail: jim.sgueo@nabca.org
Web: www.nabca.org

Ste. Michelle Wine Estates

Contact: Randy Dobratz
Address: 16540 Hyland Court
Lakeville, MN 55044
Phone: (952) 250-9837
Fax: (952) 891-1560
E-mail: randy.dobratz@smwe.com
Web: www.smwe.com

Trinchero Family Estates

Contact: Terri Uitermarkt
Address: Minnesota District Manager
17800 Firebird Court
Farmington, MN 55024
Phone: (952) 432-2661
Fax: (952) 432-2661
Cell: (612) 281-4271
E-mail: tuiitermarkt@tfwines.com
Web: www.tfwines.com

Gold Member

Arctic Glacier Ice

Contact: Jon Stelley
Address: 1654 Marthaler Lane
W. St. Paul, MN 55118
Phone: (651) 454-0410 ext. 213 - office
Fax: (651) 455-7799
Mobile: (507) 421-4893
E-mail: jstelley@arcticglacierinc.com
Web: www.arcticglacierinc.com

Pabst Brewing Company

Contact: Jeff Van Schoick
Address: 5552 Queen Ave
Minneapolis, MN 55410
Phone: (612) 760-2313
E-mail: jvanschoick@pabst.com
Web: www.pabst.com

Silver Plus

Bacardi USA

Contact: Jeff Lange
Address: 6831 106th Ave North
Brooklyn Park, MN 55445
Phone: (763) 428-1048
Fax: (763) 428-1048
Cell: (763) 234-8181
E-mail: jlange@bacardi.com
Web: www.bacardi.com

Cold Spring Brewing

Contact: Mike Feldhege
Address: 219 Red River Ave N
Cold Spring MN 56320
Phone: (320) 266-5714
E-mail: mfeldhege@coldspringbrewingco.com

Dailey Data & Associates

Contact: Mary Dailey
Address: 701 Decatur Ave. N
Golden Valley, MN 55427
Phone: (612) 275-9900
Fax: (763) 253-0481
Web: http://daileydata.com/

Diageo

Contact: Matt Larson
Address: 3853 Lincoln St NE
Minneapolis, MN 55418
Phone: (612) 760-5289
Fax: (952) 435-7216
E-mail: matt.larson@diageo.com
Web: www.guinness.com

Diageo Spirits and Wine

Contact: Chris Gotziaman
Cell: (612) 353-7918
Fax: (612) 824-4670
E-mail: chris.gotziaman@diageo.com
Web: www.diageo.com

E & J Gallo Winery

Contact: Brandon Colpitts
Phone: (612) 840-4272
Address: 626 19th Ave NE
Minneapolis, MN 55418
Email: Brandon.Colpitts@ejgallo.com

J.J. Taylor Distributing

Contact: Mike Bamonti
Address: 701 Industrial Blvd. NE
Minneapolis, MN 55413
Phone: (651) 482-1133
Fax: (651) 482-9810
E-mail: mike_bamonti@jttaylor.com
Web: www.jttaylorco.com

Johnson Brothers Liquor Company

Contact: Michael Johnson
Address: 1999 Shepard Rd
St. Paul, MN 55116
Phone: (651) 649-5800 / (800) 723-2424
Fax: (651) 649-5894
E-mail: mjohnson@johnsonbrothers.com
Web: www.johnsonbrothers.com

Life Media, Inc.

Contact: Mike Juszcak
Address: 2928 Dean Parkway, Suite 51
Minneapolis, MN 55416
Phone: (612) 920-5433
Fax: (952) 811-7717
E-mail: mike@lifemediainc.com
Web: www.lifemediainc.com

Majestic Fine Wines

Contact: Allison Quam
Address: 4226 Vincent Ave N,
Minneapolis, MN 55412
Cell: 612.619.1848
E-mail: allison.quam@majesticfinewines.com
Web: www.majesticfinewines.com

Mike's Hard Lemonade

Contact: Noah Mason
Phone: (952) 898-5576
cell: (612) 850-4988
Fax: (952) 898-4083
E-mail: nmason@mikeshardlemonade.com
Web: www.mikeshard.com

Palm Bay International

Contact: Dominic M. Giuliani
Address: (612) 850-4988
Phone: 763-607-2556
E-mail: dgiuliani@palmabay.com
Web: www.palmabay.com

Paustis Wine Company

Contact: Cody Olson
Address: 17300 Medina Rd. Suite 100
Plymouth, MN 55447
Phone: 763-550-9545
E-mail: colson@paustiswine.com

Pernod Ricard USA

Contact: Will Arend
Address: 16280 Grinnell Avenue
Lakeville, MN 55044
Phone: (612) 802-6774
E-mail: will.arend@pernod-ricard-usa.com
Web: www.pernod-ricard-usa.com

Retail Information Technology Enterprises

Contact: Rick Feuling
Address: 1001 2nd Street South, Suite 100
Sartell MN 56377
Phone: (320) 230-2282
Cell: (320) 761-6423
Fax: (320) 230-1796
E-mail: rick@rite.us
Web: www.rite.us

Southern Wine and Spirits

Contact: Chris Morton
Address: 701 Industrial Blvd. NE, Suite B
Minneapolis, MN 55413
Phone: (612) 217-5197
Fax: (612) 217-5196
E-mail: cmorton@southernwine.com

Stan Morgan & Associates

Contact: Skip Troyak
Address: P.O. Box 149
Excelsior, MN 55331
Phone: (952) 474-5451
Cell: (612) 860-6612
Toll Free: 1-800-826-1982
Fax: 952-474-8253
E-mail: sales@stanmorganassoc.com
Web: www.stanmorganassoc.com

Total Register Systems

Contact: Brian Anderson
Address: 4215 Louisiana Avenue
New Hope, MN 55428
Phone: (763) 537-1906
Fax: (763) 537-1504
E-mail: banderson@trs-pos.com
Web: www.trs-pos.com

U.S. Bank Government Banking

Contact: Jennifer Vucinovich
Address: 101 East Fifth Street
St. Paul, MN 55101
Phone: (651) 466-8750
Fax: (651) 466-8910
E-mail: jennifer.vucinovich@usbank.com
Web: www.usbank.com

Vinocopia

Contact: Marion Dauner
Address: 6636 Cedar Avenue South #300
Minneapolis, MN 55423
Phone: (612) 455-4000
Fax: (612) 455-4001
Cell: (612) 532-0406
E-mail: marion@vinocopia.com
Web: www.vinocopia.com

Wells Fargo Insurance Services

Contact: Tony Baldwin
Address: 4300 Market/Pointe Drive, Suite 600
Bloomington MN 55435
Phone: (952) 830-7353
Fax: (952) 830-3048
E-mail: tony_baldwin@wellsfargo.com

Wirtz Beverage Group

Contact: Brad Redenius
Address: 489 N. Prior Avenue
St. Paul, MN 55104
Phone: (651) 646-7821
E-mail: Brad.Redenius@wirtzbev.com
Fax: (651) 646-1497
Web: www.wirtzbeveragegroup.com/
minnesota.asp

Silver Member

Crystal Springs Ice

Contact: Tom Valvoda
Address: 25503 Russell Road
Ina City, MN 55063
Phone: (866) 623-6267
E-mail: crystalsprings@live.com

Bronze Member

Bellboy Corporation

Contact: Dave Gewolb
Address: 2200 Florida Avenue South
Minneapolis, MN 55426
Phone: (952) 544-8178
Toll Free: (800) 819-2355

Bernick's

Contact: Gary Barby
Address: PO Box 7008
St. Cloud, MN 56302
Phone: (320) 252-6441
Fax: (320) 656-2121
E-mail: gbarby@bernicks.com
Web: www.bernicks.com

Dahlheimer Beverage

Contact: Nick Dahlheimer
Address: 3360 Chelsea Road West
PO Box 336
Monticello, MN 55362
Phone: (763) 295-3347
Fax: (763) 295-4947
E-mail: nick@dahlil.com

Dakota Worldwide

Contact: Len Sage
Address: 8200 So. Humbolt Ave., Suite 302
Minneapolis, MN 55431
Phone: (952) 835-4505
Fax: (952) 835-4461
E-mail: l.sage@dakotawm.com
Web: www.dakotawm.com

Summit Brewing

Contact: Mark Stutrud
Address: 910 Montreal Circle
St. Paul, MN 55102
Phone: (651) 265-7800
Fax: (651) 265-7801
E-mail: mstutrud@summitbrewing.com

The Wine Company

Contact: Chris McDonnell
Address: 425 Minnesota Avenue West
St. Paul, MN 55103
Phone: (651) 487-1212
E-mail: chris@thewinecompany.net
Web: www.thewinecompany.net

Supporting Member

2 Gingers Whiskey

Contact: Liam Scott
Address: 23 SE 4th Street #217
Minneapolis, MN 55414
Phone: (612) 945-5355
Fax: (612) 353-6014
E-mail: liam@2gingerswhiskey.com
Web: www.2gingerswhiskey.com

American Income Life

Contact: Laura Wilson
Address: 411 Main Street, Suite 303
St. Paul, MN 55102
Phone: (952) 994-7717
Fax: (651) 222-3296
E-mail: lmwilson@allife.com
Web: www.allife.com

C & L Distributing

Contact: Joe Dick
Address: 1020 Industrial Drive So.
Sauk Rapids, MN 56379
Phone: (320) 251-7375
Fax: (320) 259-7981
E-mail: JDick@CandL.Distributing.com

Cannon River Winery

Contact: John Maloney
Address: 421 Mill Street West
Cannon Falls, MN 55009
Phone: (507) 263-7400
Fax: (507) 263-8400
E-mail: john@cannonriverwinery.com
Web: www.cannonriverwinery.com

Carlos Creek Winery

Contact: Tamara Bredeson
Address: 6893 County Road 34 NW
Alexandria, MN 56308
Phone: (320) 846-5443
Fax: (320) 846-7191
E-mail: tami@carloscreekwinery.com
Web: www.carloscreekwinery.com

CNH Architects

Contact: Wayne Hilbert
Address: 7300 West 147th Street #504
Apple Valley, MN 55124
Phone: (952) 431-4433
E-mail: whilbert@cnharch.com
Web: www.cnharch.com

E-3 Lighting, LLC

Contact: Bob Thompson
Address: 107775 Crow Hassan Park Road
Hanover, MN 55341
Phone: (763) 498-9148
Fax: (763) 498-7613
E-mail: bob@e3lightingllc.com
Web: www.e3lightingllc.com

Forestedge Winery

Contact: Paul Shuster
Address: 35295 State 64
Laporte MN 56461
Phone: (218) 224-3535
Fax: (218) 224-3502
E-mail: shusters@paulbunyan.net
Web: www.foresstedgewinery.com

Hagen Beverage Distributing

Contact: Mark Hagen
Address: PO Box 156
Worthington, MN 56187

Phone: (507) 376-5903
Fax: (507) 376-5951
E-mail: hagenm@frontiernet.net

Locher Brothers, Inc.

Contact: Tim "Jonesy" Hukriede
Address: 18098 - 365th Avenue
P.O. Box 35
Green Isle, MN 55338
Phone: (507) 326-5471
Fax: (507) 326-5487
E-mail: jonesy@locherbros.com

Madison Bottling Co.

Contact: Dave Bergerson
Address: RR2 Hwy 40 East
Madison, Minn. 56256
Phone: (320) 598-3738
Fax: (320) 598-3738
E-mail: dbergerson@madisonbottling.com
Web: www.madisonbottling.com

Minnesota State Lottery

Contact: Amy Jaeger
Address: 2645 Laska Lake Road
Roseville, MN 55113
Phone: (651) 635-8233
Fax: (651) 297-7497
E-mail: amyj@mnlottory.com
Web: www.mnlottory.com

Quality Refrigeration

Contact: Ken Fricke
Address: 6237 Penn Avenue South
Richfield, MN 55423
Phone: (612) 247-5802
Fax: (612) 861-7366
E-mail: ken@qualityrefrig.com
Web: www.qualityrefrig.com

Reco Store Equipment

Contact: Peter Gelhar
Address: 1617 5th Street S.
Hopkins MN 55009
Phone: (952) 935-4330 Ext. 21
Fax: (935) 935-6875
E-mail: peterg@recoverysys.com
Web: www.recostoreequipment.com
www.recoverysys.com

Ringdahl Architects

Contact: Richard Hardine
Address: 510 - 22nd Avenue East # 102
Alexandria, MN 56308
Phone: (320) 766-1797
Web: www.ringdahlarchitects.com

Stantec

Contact: Paul Bilotta
Address: 2335 Highway 36 West
St. Paul, MN 55113
Phone: (651) 967-4572
Fax: (651) 636-1311
E-mail: paul.bilotta@stantec.com
Web: www.stantec.com

Sunny Hill Distributing

Contact: Mike Baron
Address: East Highway 169
P.O. Box 333
Hibbing, MN 55746
Phone: (218) 263-6886
Fax: (218) 263-6111

Thorpe Distributing Company

Contact: Jack Stevenson
Address: P.O. Box 120
Rogers, MN 55374
Phone: 763-463-2000
Fax: 763-463-2001
E-mail: jackstevenson@thorpedistributing.com
Web: www.thorpedistributing.com

Tushie Montgomery Architects

Contact: Gary Tushie
Address: 7645 Lyndale Ave. So., Suite 100
Minneapolis, MN 55423
Phone: (612) 861-9636
Cell: (612) 861-9632
E-mail: garyt@tmarchitects.com
Web: www.tmiarchitects.com

Z Wines USA

Contact: Roy Goslin
Address: 17620 35th Avenue North
Plymouth, MN 55447
Phone: (763) 745-0620
E-mail: roy@zwinususa.com
Web: www.zwinususa.com

Zabinski Business Services, Inc.

Contact: Paul D. Zabinski
Address: P.O. Box 15
Annandale, MN 55302
Phone: (320) 286-1494
E-mail: zbsosite@yahoo.com
Web: www.zbsonline.biz

CELEBRATE WITH KINKY®!



KINKY® IRISHMAN

KINKY® BLUE, WOLF HOUND
IRISH WHISKEY & GINGER ALE

KINKY® IRISH LASS

KINKY® PINK, WOLF HOUND
IRISH WHISKEY & GINGER ALE

WOLF HOUND
91 POINTS
WINE ENTHUSIAST

AVAILABLE LOCALLY THROUGH JOHNSON BROTHERS
1-800-723-2424 OR 651-649-5860

Raise your high standards.

SUPERB
90-95

HIGHLY RECOMMENDED

WINEENTHUSIAST
MAGAZINE



DOUBLE GOLD MEDAL WINNER
SAN FRANCISCO
WORLD SPIRITS COMPETITION

ULTIMATE SPIRITS CHALLENGE
2012
93
POINTS
EXCELLENT
HIGHLY RECOMMENDED

ENJOY IN MODERATION ©2013 UV Flavored Vodkas, 30% alc./vol. (60 proof); UV 103 Vodka, 51.5% alc./vol. (103 proof); and UV Vodka, 40% alc./vol. (80 proof). Produced and bottled by Phillips Products Company, Princeton, MN, USA. be UV™ is a trademark of USDP.



be



uvvodka.com | f t