

**THE**  
**MUNICIPAL**  
**LIQUOR STORE**

Volume 74, Number 5, 2015/2016

OFFICIAL PUBLICATION OF THE  
 MINNESOTA MUNICIPAL BEVERAGE ASSOCIATION  
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**APRIL 2016**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**New April MMBA**  
**Annual Conference**  
**Dates**

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# MUNICIPAL LIQUOR STORE

Volume 74, Number 5, 2015/2016

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## ON THE COVER

By member request, the 2016 MMBA Annual Conference has been moved to April.

April 16 - 19, 2016 are the dates.

Arrowwood Resort in Alexandria is the place.

Back by popular demand, retail expert Tom Shay will be headlining the event.

In addition to Tom, there will be numerous other seminars, great educational tasting dinners, an alcohol awareness training, Vendor Showcase and time to have fun and develop relationships with other attendees & industry representatives.

Plus, there is no price increase!!

Full information on the conference can be found in this issue

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# MMBA President's Message



**GARY BUYSSE**  
President

As you know life is about change.

It's truly the only constant and it will happen with or without your cooperation.

I sincerely ask for your cooperation and participation when I remind you the dates of our annual conference have changed to April 16-April 19.

This change was implemented to remove any roadblocks that Mother's Day and Fishing Opener may create to your attendance.

One of our strengths as an association is our propensity for networking and information sharing.

This practice is even recommended by our Minnesota State Auditor, Rebecca Otto, in the 2014 Analysis of Municipal Liquor Operations:

*One purpose of this report is to provide data to city officials that will enable them to evaluate the efficiency of their liquor operations through comparisons to similarly-situated liquor operations. The tables included in this report may be downloaded as a spreadsheet so those who manage municipal liquor operations can compare their operation to similar operations. Municipal officials can compare location, population, and financial indicators, such as total sales, to make a review of operations more meaningful. **City officials should compare their operations to cities***

MUNICIPAL LIQUOR STORE 4

*with the same type of operations. Off-sale operations should not be compared to on-sale operations because operating expenses are generally much higher for on-sale operations, due to factors such as the added costs of bartenders, wait staff, and entertainment.*

All of our operations can be improved by an introduction of new ideas.

The seminar schedule includes presentations concerning mixology, computer training, human-resources and staffing and advertising and promotion just to name a few.

I am proud to note that our list of presenters include many knowledgeable industry leaders with useful information for all of you regardless of your annual sales!

All of your liquor enterprise staff will benefit from attending this educational, entertaining event!

City and Elected officials will learn valuable information about managing a liquor enterprise fund and what to look for to improve the bottom line of what may be your Cities major revenue source.

Please join me at the 2016 MMBA Conference!

Arrowwood is a beautiful venue, the seminars are top notch, the networking opportunities are worth the price of admission by themselves and you have permission to attend from State Auditor Otto.

The schedule change allows you to keep Mom happy, maybe catch that illusive monster walleye and improve the bottom line of your enterprise fund while improving the quality of life in your community!

See y'all in April!

## MMBA & MLBA Legislative Day

Tuesday, March 22, 2016

Please join members of the Minnesota Municipal Beverage Association and Minnesota Licensed Beverage Association at the Capitol in St. Paul for Legislative Day on Tuesday, March 22, 2016.

Your voice is influential, needed, and critical in supporting Minnesota's smart and balanced alcohol regulations that affect our industry.

We'll start the day with a legislative briefing providing up-to-the-minute information, have lunch, then meet individually with your specific state legislators. Legislative Day will close with a networking and tasting reception with industry and political leaders.

For more information, go to: [www.municipalbev.com](http://www.municipalbev.com)

# BREWED THE HARD WAY



THIS BUD'S FOR YOU

# New April Conference Dates, by Member Request



The 2016 MMBA Annual Conference will be held on Saturday, April 16 – Tuesday, April 19, at Arrowwood Resort, in Alexandria, Minnesota.

## *This Year's Conference Features:*

### **No Price Increase!!**

Good for your budget!!

### **Back by popular demand, Tom Shay will address two topics:**

#### Product Pricing Methods

The pricing method you select provides direction on how to set your product price. The way you set prices in your business will change over time, for many reasons. As you learn more about your customers and competition, you may decide to change your pricing method.

For example, if you are doing a 2 for 1, do you charge more if a customer only purchases 1 or do you split the offer in two?

Tom will explore the advantage and disadvantages of various options.

#### Are You Promoting or Just Spending Advertising Dollars?

*Advertising* is talking to the public. *Promoting* is talking to your customers.

*Advertising* is trying to get rid of what you've got left over. *Promoting* is having what you can sell.

Tom will show how to create a budget for advertising, marketing, promoting, as well as how to create effective promotions that do not solely focus on item and price advertising.

After this session, you will likely look at what you do in a different light.

### **Women & Whiskey**

What do Lady Gaga and Rihanna have in common with Founding Father George Washington?

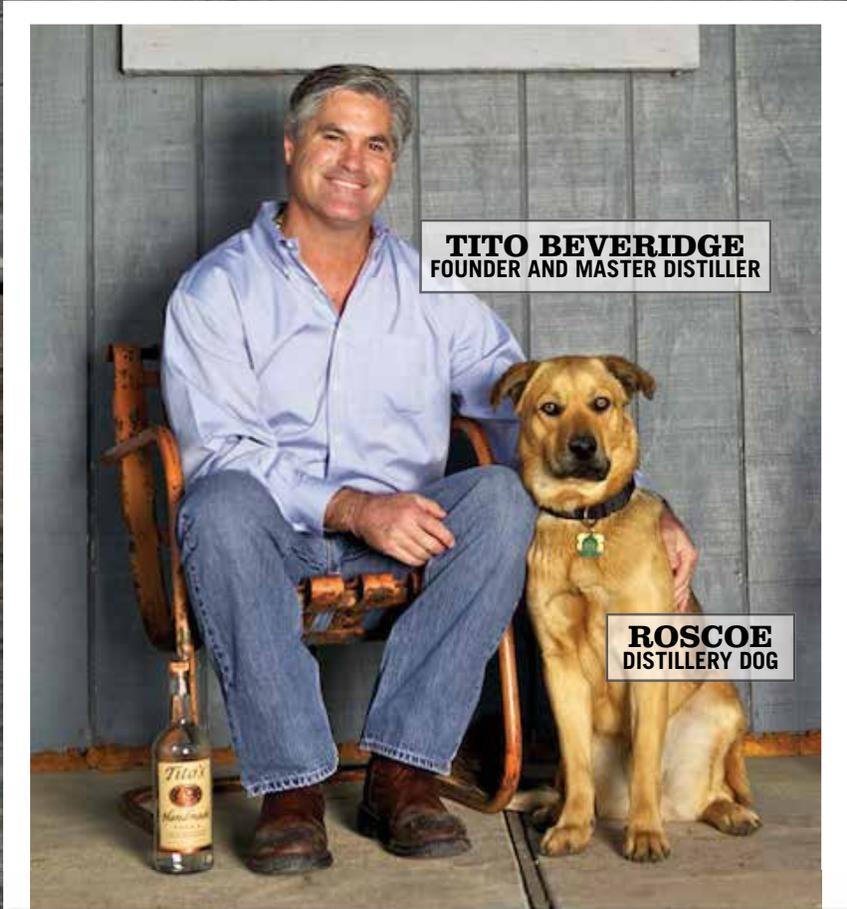
Whiskey.

Our first commander in chief distilled the popular spirit and these pop icons are helping to fuel a new female-driven whiskey renaissance.

Back in the 1990s, only about 15 percent of whiskey drinkers were female. Now women represent 37 percent of whiskey imbibers in the U.S.

Learn how you can capitalize on this trend.

Try my **Handmade**  
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### **Finding & Hiring New Employees**

A popular topic at the 2015 MMBA Regional Meetings was staffing and specifically, finding help.

It was explained the alcohol industry is not unique in this situation and recruiting employees must be an active, not passive, process.

It is not good enough to only place a newspaper ad.

Learn ways to attract new employees and then how to determine a good fit for your organization.

### **Creating a Signature Drink for Added Profits**

Signature drinks are an excellent way to create a name for your bar and draw in more customers.

For signature drinks to be worth your while, they need to be popular with customers and also profitable for your bar.

Learn how to meet both criteria and taste some examples.

### **Don't Forget Your Change!**

We encounter change every day. How we prepare ourselves for and react to the change will help determine our success with adapting to it.

The way you set up yourself and your staff to react to, or better yet get ahead of these changes, makes all the difference.

Join us for a conversation about the tools needed to be successful...and make sure you don't leave without your change.

### **Microsoft Office Training on Outlook & Publisher**

By popular request, Alexandria Technical and Community College Technology Specialist Linda Muchow returns to conduct a Microsoft Office Training. There will be 16 laptops available for use or you can bring your own.

### **Is Your House in Order?**

For new managers, assistant managers, city officials and seasoned personnel who want to brush up on their knowledge

- Mission, Vision, Values & Strategy
- Overall Image
- Interior and Exterior Appearance
- Product Merchandising
- Financial Statements / Pricing / Inventory Control
- Product Knowledge
- Employee Training
- Community Value

**There will also be great educational tasting dinners, an alcohol awareness training, Vendor Showcase and time to have fun and develop relationships with other attendees & industry representatives**

# **2016 MMBA Conference Schedule of Events**

## **(Subject to Change)**

### **Saturday, April 16**

Noon – 6:00 PM = Registration Hosted by Anheuser Busch-InBev

12:30 PM – 2:30 PM = Is Your House in Order?

3:00 PM – 5:00 PM = Microsoft Office Training (Outlook & Publisher) by Linda Muchow,  
Alexandria Technical and Community College

6:00 PM – 7:00 PM = Cocktail Hour

7:00 PM – 8:30 PM = Palm Bay Int'l / Paustis Gourmet Wine Dinner

### **Sunday, April 17**

8:00 AM – 1:00 PM = Registration Hosted by Anheuser Busch-InBev

8:30 AM – 10:00 AM = Beverage Alcohol Training, by Gary Buysse

10:00 AM – 1:00 PM = Brunch & Vendor Showcase

1:15 PM – 2:30 PM = Don't Forget Your Change! By Maple Lake Mayor Lynn Kissock Training and  
Change Management Consultant

2:45 PM – 4:00 PM = Product Pricing Methods By Tom Shay, Profits Plus Solutions

4:15 PM – 5:30 PM = Creating a Signature Drink for Added Profits By Jeff Rogers, Southern Wine & Spirits

6:30 PM – 7:30 PM = Cocktails

7:30 PM – 9:00 PM = Ste. Michelle Wine Estates Around the World Buffet Wine Pairing Dinner

9:00 PM – 11:30 PM = Dueling Guitars

### **Monday, April 18**

7:00 AM – 8:30 AM = Breakfast

9:00 AM – 10:15 AM = Are You Promoting or Just Spending Advertising Dollars? By Tom Shay, Profits Plus Solutions

10:30 AM – 11:45 AM = Finding & Hiring New Employees By Jim Langemo, Langemo Consulting

Noon – 1:00 PM = Lunch Featuring Third Street Brewing

1:15 PM – 2:30 PM = Women & Whiskey By Beam Suntory

3:00 PM – 5:00 PM = Relationship Building Hosted by MillerCoors (Trivia, Corn Hole, Scavenger Hunt)

6:15 PM – 7:15 PM = Cocktails

7:15 PM – 8:30 PM = Family Style Dinner featuring Jackson Family Fine Wines

9:00 PM – 10:00 PM = Awards

### **Tuesday, April 19**

7:00 AM – 8:30 AM = Breakfast

9:00 AM – 11:00 AM = MMBA Annual Meeting, Elections, Awards & Industry Discussions

11:00 AM = Home

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**MN Municipal Beverage Association Annual Conference**  
**April 17-19, 2016**  
*(With Special April 16 Pre-Conference Events)*  
**Arrowwood Resort – Alexandria, Minnesota**

**Please Complete and Send to MMBA**

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Street \_\_\_\_\_

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

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

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

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

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

**MAKE CHECK PAYABLE, AND SEND TO:**

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**Minneapolis, MN 55432**  
**763-572-0222**  
**866-938-3925**  
**763-572-8163 (fax)**

**Special Pre-Conference Saturday, April 16**

***Gourmet Wine Tasting Dinner***

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\_\_\_\_\_ \$55.00 Per Person

**GROUP PACKAGE (Includes Sunday Brunch)**

*Deluxe Standard Room*

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Single occupancy/per person/entire stay\*

\_\_\_\_\_ \$360 (\$460 non MMBA / MLBA Member)

Double occupancy/per person/entire stay

Package Includes: Conference Registration, accommodations for 2 nights, brunch & dinner on Sunday, breakfast, lunch & dinner on Monday, breakfast on Tuesday, non-motorized recreation, tax and service charge.

*(\* Note: Spouses stay free with participant's paid single package. However, meals must be purchased.)*

**PRE-CONFERENCE ROOM: SATURDAY, APRIL 16**

\_\_\_\_\_ \$120.00 (including tax) Single / Double Occupancy  
 (Cost is per ROOM, not per-person)

**ROOMMATES: IF YOU ARE SHARING A ROOM EACH PERSON MUST COMPLETE A SEPARATE RESERVATION FORM**

List name of the roommate you've selected:

\_\_\_\_\_  
 If you are selecting roommates, reservation forms must be mailed together.

**CONFERENCE COMMUTER (NO LODGING) REGISTRATION ONLY:**

\_\_\_\_\_ \$100 Member & \$200 Non-MMBA / MLBA Member

**COMMUTER (NO LODGING) / SPOUSE MEALS:**

\_\_\_\_\_ Sunday Brunch (\$20.00)

\_\_\_\_\_ Sunday Dinner (\$40.00)

\_\_\_\_\_ Monday Breakfast (\$18.00)

\_\_\_\_\_ Monday Lunch (\$18.00)

\_\_\_\_\_ Monday Dinner (\$40.00)

\_\_\_\_\_ Tuesday Breakfast (\$18.00)

**TOTAL ENCLOSED: \$** \_\_\_\_\_

This Certificate is Good for \$50 off each  
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Payment Received in the MMBA Office by March 31, 2016

So, if payment is received in the MMBA Office  
by March 31, 2016, the rates would be:

\$410 Single occupancy/per person/entire stay

\$310 Double occupancy/per person/entire stay

*This discount does not apply to Commuter Registrations*

*and non MMBA / MLBA member rates*

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# Teach Staff About Wine

By Dwight Furrow, *Cheers Magazine*

Do your servers lack confidence in their wine knowledge? If so, they may be reluctant to even ask guests if they'd like to try a wine, for fear customers will have questions they can't answer. After all, wine is complex, and no one wants to look foolish—it's easier just not bring wine at all.

If this is going on in your operation, you're leaving money on the table. That's why training staff is so important.

Many facilities can't afford to hire highly trained sommeliers with lots of letters after their names to supervise their wine programs. But most operators can better educate their staff so that they're more confident and can provide helpful guidance to customers, which will in turn boost your wine sales. Here are a few tips on how.

## 1. Hold regular wine tastings for your staff.

This increases their wine knowledge while also allowing them get familiar with the wines on your list. Encourage your team to articulate what they taste and take notes during these sessions so they can remember what they discover.

## 2. Enlist the help of suppliers.

Who's going to conduct your tastings? Many distributors want to solidify their relationship with their customers, and conducting a tasting is just one more way for them to promote their wines. Winery associations and importers have similar incentives, and most will have educational materials readily available to give out to interested parties.

## 3. Encourage staff to read about wine—especially tasting notes.

With the vast ocean of information about wine in books and online, you can establish a reading list of reliable sources and make conversation about wine a part of your culture. Karen McNeil's *Wine Bible* is a great place to start.

All of the wines you sell have tasting notes written by the wineries or by independent reviewers. Make these available so your staff can hone their tasting skills and learn to discuss wine articulately.

## 4. Conduct food- and wine-pairing discussions.

"What do you recommend with this wine?" is likely to be one of the most common questions asked of your servers. Wine and food pairing can be extremely complex—especially with the range of dishes on menus today.

So instead of coming up with exact pairings, teach staff some basic guidelines and especially cover best and worst combinations. You want them to be able to steer people away from disasters without being a slave to the rules.

## 5. Hold regular meetings to discuss menu changes.

Make sure your staff is familiar with new wines added to your inventory, along with their flavor characteristics and suggested food pairings, so they can be seamlessly integrated into your wine service.

## 6. Reinforce and reward.

Don't expect people to remember something they've been told once—repeat the information and quiz your staff regularly. Give prizes to staff members who perform well.

**We've got you covered.**

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Lakeshore Ice *Duluth area*

Precise Ice *St. Cloud*

Crystal Springs Ice *Pine City*

Ace Ice *Minneapolis*

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**#ITSMILLERTIME**



# Few Complaints About Ladies Nights

By Mark Fischenich , Mankato Free Press "Ask Us" Guys

The Minnesota Department of Human Rights has had no complaints in the past five years about bars discriminating against men by holding "ladies night" promotions.

*Q: A few years ago some bars in Mankato started to run "ladies nights." These were nights where they had specials that discriminated by gender. A few of them had discrimination complaints filed against them with the state of Minnesota. I have seen that a newer bar on Belgrade Avenue in North Mankato is advertising a "ladies night" on Thursday nights. If a complaint is filed and when they are found in noncompliance of Minnesota discrimination rules, how large is the usual fine? Would the fine be greater if it was a "men's night" or a "white person's night"?*

A: OK, so these are the deals where an establishment offers reduced priced drinks to females on a particular night. In the 20th Century, most people didn't seem to be offended by "ladies night" promotions. More women were attracted to the bars by the prospect of finding cheap drinks, and more guys were attracted to the bars by the prospect of finding cheap women. Well, not cheap women, but frugal women seeking discounted drinks.

The Minnesota Department of Human Rights, however, did respond to a complaint in 2010 about five Twin Cities bars that held "ladies night" promotions, according to media accounts at the time.

"It is the Department of Human Rights position that 'ladies night' is illegal," then-Human Rights Commissioner James Kirkpatrick said in June of 2010. "Gender-based pricing violates the

Human Rights Act."

The department said the case hadn't been finalized and no decision had been made about what sanctions, if any, would be levied against the bars.

Since then, Minnesota has a new governor and a new Human Rights commissioner, and Ask Us Guy had a bit of trouble getting an answer to this week's question. Minnesota Department of Human Rights spokesman Jeff Holman, apparently honing in on the "Men's Night" or "White Person's Night" scenarios, responded this way: "The commissioner doesn't comment on hypotheticals like the one raised. Every case is different, and we need to look at each case based on the facts of that case and the policies that are in place."

Attempting to get some sort of an answer, Ask Us Guy tried a different tack in a follow-up email to Holman: "You responded by saying the department doesn't respond to hypotheticals, which is fine. But I think we can still give the reader a sense of how the department handles those sorts of discrimination claims. So, I'll just officially ask how many complaints about 'ladies night' discounts the department has received since 2010 and the disposition of those cases."

It took six weeks, but the answer has arrived.

"To respond to your data request for the number of 'complaints about 'ladies night' discounts the department has received since 2010 and the disposition of those cases': The Department of Human Rights has received no 'ladies' night' charges (charges alleging discriminatory pricing based on gender by bars or restaurants) since 2010. We did receive one related charge in 2010, alleging discriminatory pricing by a liquor store that allegedly offered

discounts to women and seniors on a 'Ladies and Senior' day on Tuesdays. That charge was resolved through an Alternative Dispute Resolution settlement."

Well, that left one obvious unanswered question. Did the liquor store give a double-discount to old ladies?

Wait, that's not the obvious unanswered question. The obvious unanswered question is: Did the liquor store have to pay a fine or suffer some other penalty in 2010?

Holman said no one, other than the liquor store owners and the person who filed the complaint, knows the answer.

## Platinum Member

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### National Alcohol Beverage Control Association

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Alexandria, VA 22302-1473  
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Fax: (651) 455-7799  
Mobile: (507) 421-4899  
E-mail: jstelley@arcticglacierinc.com  
Web: www.arcticglacierinc.com

### Crow River Winery

Contact: Chelsey Schrupp and Janessa Markgraf  
Address: 14848 Highway 7 East  
Hutchinson, MN 55350  
320-587-2922  
Phone: (507) 587-2922  
E-mail: crowsriverwinery.com

### Midwest Hospitality Solutions

Contact: Dave Putz  
Address: (612) 232-9280  
Toll Free: (866) 904-6527  
E-mail: www.midwesthospitalitysolutions.net

### Pabst Brewing Company

Contact: Alex Merrick  
Address: 319 Churchill St. W.  
Stillwater, MN 55082  
Phone: (651) 303-3072  
E-mail: amerrick@pabst.com  
Web: www.pabst.com

### Phillips Wine & Spirits

Contact: Steve Vogl  
Address: 1999 Shepard Road  
St. Paul, MN 55116  
(320) 291-1280  
Phone: svogl@phillipswineandspirits.com  
E-mail: www.phillipswineandspirits.com  
Web: www.phillipswineandspirits.com

## Silver Plus

### August Schells Brewing Company

Contact: Jeff Pohl (Pohlicak),  
Office: (763) 571-4070  
Fax: (763) 502-1551  
Cell: (612) 759-0368  
E-mail: jpohl@schellsbrewery.com  
Web: www.schellsbrewery.com

### Arvig

Contact: Charly Baune  
Address: 150 Second Street SW  
Perham, MN 55673  
Toll Free: (877) 242-1351  
Fax: (218) 346-5397  
Phone: (218) 346-8890  
E-mail: charly.baune@arvig.com  
Web: www.arvig.com

### Bacardi USA

Contact: Jeff Lange  
Address: 6531 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

### Bellboy Corporation

Contact: Dave Gewolb  
Address: 2220 Florida Ave S  
Minneapolis, MN 55426  
Phone: (952) 544-8178  
Toll Free: (800) 819-2355

### BreakThru Beverage Minnesota

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

### Crystal Springs Ice

Contact: Tom Valvoda  
Address: 25503 Russell Road  
Ine City, MN 55063  
Phone: (866) 629-6267  
E-mail: crystalsprings@live.com

### Dailey Data & Associates

Contact: Mary Dailey  
Address: 12805 Highway 55  
Suite 115  
Plymouth, MN 55441  
Mobile: (612) 275-9900  
Fax: (763) 253-0481  
Web: http://daileydata.com/

### Delaney Consulting

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Edina, MN 5543  
(612) 730-7941  
Phone: flora.@floradelaney.com  
E-mail: Jim Langemo  
Address: 4601 Oakland Avenue South  
Minneapolis, MN 55407  
(612) 423-5132  
Phone: langemoconsulting@g-mail.com  
Web: www.langemoconsulting.com

### Deutsch Family Wine & Spirits

Contact: Lindsay Topp  
Address: (952) 693-8632  
E-mail: Lindsay.Topp@deutschfamily.com  
Web: www.deutschfamily.com [1]

### Diageo

Contact: Tjshindeldecker  
Address: 337 Washington Ave. No. #631  
Minneapolis, MN 55401  
Office: (574) 514-5188  
E-mail: tjshindeldecker@diageo.com  
Web: www.guinness.com

### Diageo Spirits and Wine

Contact: Paige Gibbons  
Cell: (214) 783-8583  
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E-mail: paige.gibbons@diageo.com  
Web: www.diageo.com

### E-3 Lighting, LLC

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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

### Electronic Game Solutions, Inc

Contact: Shelly Borowicz  
Address: 149 Weldon Parkway, Suite 105  
Maryland Heights, MO 63043  
Phone: (218) 790-2990  
Fax: (724) 202-6886  
E-mail: sborowicz@egsol.com  
Web: www.egsol.com

### Heartland Payment Systems

Contact: Karen Lamb  
Cell: (763) 607-0286  
Fax: (763) 592-7911  
E-mail: karen.lamb@e-hps.com

### Jackson Family Fine Wines

Contact: Laura Ulmen  
Phone: (612) 201-7010  
E-mail: laura.ulmen@jfwmail.com  
Web: www.jfwthekey.com

### J.J. Taylor Distributing Company of Minnesota, Inc.

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  
(651) 649-5800 / (800) 723-2424  
Phone: (651) 649-5894  
E-mail: mjohanson@johnsonbrothers.com  
Web: www.johnsonbrothers.com

### Life Media, Inc.

Contact: Mike Juszczak  
Address: 2928 Dean Parkway, Suite 51  
Minneapolis, MN 55416  
Phone: (612) 820-5433  
Fax: (952) 881-7797  
E-mail: mike@lifemediacn.com  
Web: www.lifemediacn.com

### Mike's Hard Lemonade

Contact: Brady Blaska  
Cell: (651) 280-7160  
E-mail: bblaska@mikeshardlemonade.com  
Web: www.mikeshard.com

### Palm Bay International

Contact: Dominic M. Giuliani  
Address: (612) 850-4988  
Phone: (612) 820-2556  
E-mail: dgiuliani@palmbay.com  
Web: www.palmbay.com

### Paustis Wine Company

Contact: Scott Lindman  
Address: PO Box 128  
Remer, MN 56672  
Phone: (218) 760-8199  
E-mail: SLindman@paustiswine.com

### Pernod Ricard USA

Contact: Jeff Jara  
Phone: (612) 870-5190 Mobile  
E-mail: jeff.jara@pernod-ricard-usa.com  
Web: www.pernod-ricard-usa.com

### Pro-Tec Design

Contact: Mark Bonde  
Address: 5005 Cheshire Parkway N  
Minneapolis, MN 55446.  
Phone: (763) 231-8619  
Fax: (763) 253-0204  
E-mail: www.pro-tecdesign.com

### Retail Information Technology Enterprises

Contact: Rick Feuling  
Address: 1001 2nd Street South, Suite 100  
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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

### Sutter Home Winery

Contact: Brad Musolf  
Address: 5512 West 25 1/2 Street  
St. Louis Park, Minnesota 55416  
Phone: (612) 619-9949  
E-mail: bmusolf@tfwines.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 MarketPointe Drive, Suite 600  
Bloomington MN 55435  
Phone: (612) 819-0540  
Fax: (952) 830-3048  
E-mail: tony\_baldwin@wellsfargo.com

### BreakThru Beverage Minnesota

Contact: Brad Redenius  
Address: 489 N. Prior Avenue  
St. Paul, MN 55104  
(651) 646-7821  
Phone: Brad.Redenius@wirtsbev.com  
E-mail:

### Zabinski Business Services, Inc.

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

## Bronze Member

### Bernick's

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

### Dakota Worldwide

Contact: 8200 So. Humbolt Ave., Suite 302  
Address: Minneapolis, MN 55431  
Phone: Marcia Pfeifer  
Phone: (612) 221-5555  
E-mail: m.pfeifer@dakotaww.com  
Web: www.dakotaww.com

### Summit Brewing

Contact: Mark Stlutrud  
Address: 910 Central Circle  
St. Paul MN 55102  
Phone: (651) 265-7800  
Fax: (651) 265-7801  
E-mail: mstrudrud@summitbrewing.com

### The Wine Company

Contact: 425 Minnehaha Avenue West  
Address: St. Paul, MN 55103  
Phone: (651) 487-1212  
Web: www.thewinecompany.net

### Waterville Food & Ice

Contact: Bernie Akemann  
Address: 14853 East Benton, Suite #1  
PO Box 92  
Waterville, MN 56096  
Phone: (507) 362-8177  
Fax: (507) 362-4751  
E-mail: akemann@frontiernet.net

## Supporting Member

### C & L Distributing

Contact: Joe Dick  
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Phone: (320) 251-7375  
Fax: (320) 259-7981  
E-mail: JDick@CandLDistributing.com

### Cannon River Winery

Contact: John Maloney  
Address: 421 Mill Street West  
Cannon Falls, MN 55009  
Phone: (507) 263-7400  
Fax: (507) 263-9400  
E-mail: john@cannonriverwinery.com  
Web: www.cannonriverwinery.com

### Carlos Creek Winery

Contact: Tamara Bredeson  
Address: 6693 County Road 34 NW  
Alexandria, MN 56308  
Phone: (320) 846-5443  
Fax: (320) 846-7191  
E-mail: tami@carloscreekwinery.com  
Web: www.carloscreekwinery.com

### Chankaska Creek Ranch and Winery

Contact: Jane Schwickert  
Address: 1179 E. Pearl St.  
Kasota, MN 56050  
Phone: (507) 931-0089  
Fax: (507) 931-7910  
E-mail: janes@chankaskawines.com  
Web: www.chankaskawines.com

### CNH Architects

Contact: Wayne Hilbert  
Address: 7300 West 147th Street #504  
Apple Valley, MN 55124  
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Web: www.cnharch.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.forestedgewinery.com

### Heartland Wine Sales of Minnesota

Contact: Steve Holman  
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Sauke Centre, MN 56378  
Phone: (320) 250-6888  
E-mail: steve@heartlandwinesales.com  
Web: heartlandwinesales.com

### Locher Brothers, Inc.

Contact: Tim Jonsay, Hukriede  
Address: 18098 - 365th Avenue  
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Green Isle, MN 55338  
Phone: (507) 326-5471  
Fax: (507) 326-5487  
E-mail: jonsay@locherbros.com

### Madison Bottling Co.

Contact: Dave Bergerson  
Address: RR2 Hwy 40 East  
Madison, Minn. 56256  
Phone: (320) 598-7573  
Fax: (320) 598-3738  
E-mail: dbergerson@madisonbottling.com  
Web: www.madisonbottling.com

### Minnesota State Lottery

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

### Reco Store Equipment

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Phone: (952) 935-4330 Ext. 21  
Fax: (935) 935-6875  
E-mail: peterg@recoverysys.com  
Web: www.recostoreequipment.com  
www.recovery.com

### Ringdahl Architects

Contact: Richard Hardine  
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Alexandria, MN 56308  
Phone: (320) 766-1797  
Web: www.ringdahlarchitects.com

### Sculpture Hospitality

Contact: Kamee Cole  
Address: 13990 Peregrine Circle  
Shakopee, MN 55379  
Phone: (612) 987-9566  
E-mail: k.cole@sculpturehospitality.com  
Web: www.sculpturehospitality.com

### Sunny Hill Distributing

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Address: East Highway 169  
P.O. Box 333  
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Phone: (218) 263-6886  
Fax: (218) 263-6111

### Thorpe Distributing Company

Contact: Steve King  
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Phone: 763-463-2000  
Fax: 763-463-2001  
E-mail: steveking@thorpedistributing.com  
Web: www.thorpedistributing.com

### Tushie Montgomery Architects

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### Z Wines USA

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