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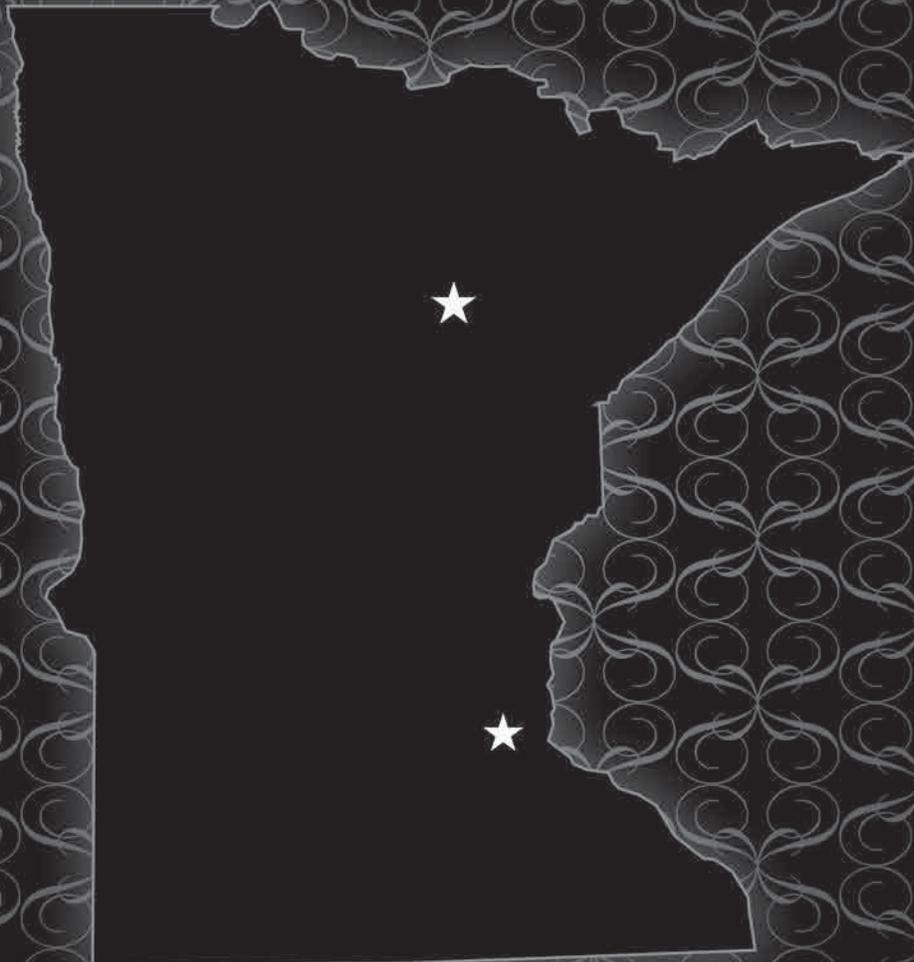
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MUNICIPAL LIQUOR STORE

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ON THE COVER

The purpose of the MMBA Facility Awards is to provide industry / community recognition and an example for others to emulate.

At the recent MMBA Annual Conference, Lakeville Liquor was recognized in the Best Community Involvement category for their Taste of Lakeville event, held in partnership with the Lakeville Rotary.

The Spirits of Nisswa was recognized in the Best Themed Promotion for their Taste of Spirits Holiday cheer event.

Congratulations to both.

Pictured on the cover are Tom Murphy & Brenda Visnovec from Lakeville and Joshua McElmurray from Nisswa.

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MMBA President's Message



GARY BUYSSE
President

Sunday sales legislation failed to pass in the House of Representatives again this year.

This year's attempt, authored once again by Jennifer Loon from Eden Prairie, went down 70-56.

I believe our message might be in need of a little polishing if we want to continue to check the "Win" column in the future.

Legislative opinions on this issue seem to be based more on conjecture than fact and the free market argument used most frequently as an excuse for Sunday sales is as tired and predictable as the Twin's pitching staff.

Convenience is another argument echoed in the hallowed halls of government.

"This would be the elimination of one very small piece of repressive government," said Rep. Phyllis Kahn, DFL-Minneapolis.

"We're talking about people who may work five days a week and their only shopping day may be Saturday (or) Sunday."

Rogers Wines and Spirits is open 78 hours per week.

Border cities cite loss of sales to the surrounding states.

The potential to lose sales to other states exists regardless of what day the consumer wishes to purchase.

State excise tax rates per gallon in North and South Dakota are at \$4.66 and \$4.68 compared to \$8.71 in Minnesota.

The same tax rate in Wisconsin is \$3.25/gallon.

The Iowans are all coming to Minnesota due to a \$12.43/gallon excise tax.

Wyoming and New Hampshire have no alcohol excise tax and Washington gets the award for highest in the nation with a \$35.22/gallon tax.

Everyone who is interested in job retention on Capitol Hill gets to campaign for our votes in the upcoming general election.

This means all of us get the opportunity to inform the candidate who best suits us that we will support them in any way possible.

It also means those who did not support your legislative interests also have the luxury of hearing from you.

They need to know why you do not intend to support them in the future.

They need to know your vote to support their livelihood is just as important as their vote is to yours.

It's all a little more quantifiable when you have such a perfect comparison. Our opponents on this issue seem to increase in number each year.

Many of the legislators I spoke to after the vote cited an increasing number of constituent contacts in favor of Sunday Sales legislation.

It's really time for each of us to further develop a political persona!

Start by thanking the legislators who supported us this year and contact the ones who didn't and ask why!

Many of the states who passed Sunday Liquor also approved beer and wine in grocery shortly thereafter.

Connecticut grocers realized a 20% increase in beer sales after such legislation was passed.

Start being politically active now; you have a year to perfect your technique.

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2016 MMBA Scholarship Winners!!



Megan Bartel

I am writing this on behalf of Megan Bartel.

Though I have only known her for one year through my advisory, I have found her to be a very personable, outgoing, and ambitious hard worker.

She is a great influence to those around her.

Megan shows her great ambitions in the activities she is involved in both inside and outside of the school community.

Inside of school, she is a member of the National Honor Society, Concert Band, and is currently enrolled in two College in the Schools programs-Basic and Applied Statistics and German IV.

Outside of school, she is currently involved in gymnastics as a coach and is employed by Hanisch Bakery in Red Wing.

Megan has participated in 4H and was a camp counselor.

She also traveled to Europe with the school.

Megan has had several achievements for her hard work and determination. She has been on the Honor Roll for four years straight, was a SOAR

Student of the Month, and as a member of the Concert Band, helped them achieve a rating of Excellence at the Lakeville South Band Contest.

Megan is a hard worker in all her activities and tries to help herself and others achieve because of her involvement., Megan's long term goal is to earn a degree in Education or Human Services and apply the knowledge gained towards a career in either School Counselor or Teacher.

With her outgoing nature, people skills, work ethic and ambitions, I have no doubt she will succeed.

Susan M. Burns Red Wing High School
Special Education Teacher

*Megan's father Matt is Kenyon
Liquor Manager*



Chanae Coulombe

I have known Chanae Coloumbe for the past four years as her school counselor at East High School.

Because of budget constraints East High School only has 3 counselors for a population of over 1600 students, meaning that on my case load I have over 525 students each year.

I state this to emphasize the point that when I say that Chanae is one of my favorite students you will know she really does stand out!

Some of the many qualities that make her one of my favorite students are her honesty, perseverance and especially her amazing personality.

Chanae is always kind to others. I recall talking to Chanae one day when a ninth grader approached me in tears. Chanae immediately made this girl feel at ease and reassured her that even though high school was tough it would get easier as she developed more friends.

Chanae stepped out of my office gave this girl her chair, grabbed the tissues and told me she would make an appointment to see me on a different day.

This situation may seem trivial but there are not many high school students who would put another student's needs first, Chanae is definitely not self-centered.

Chanae has a strong sense of what is morally right and follows the path to be a good person.

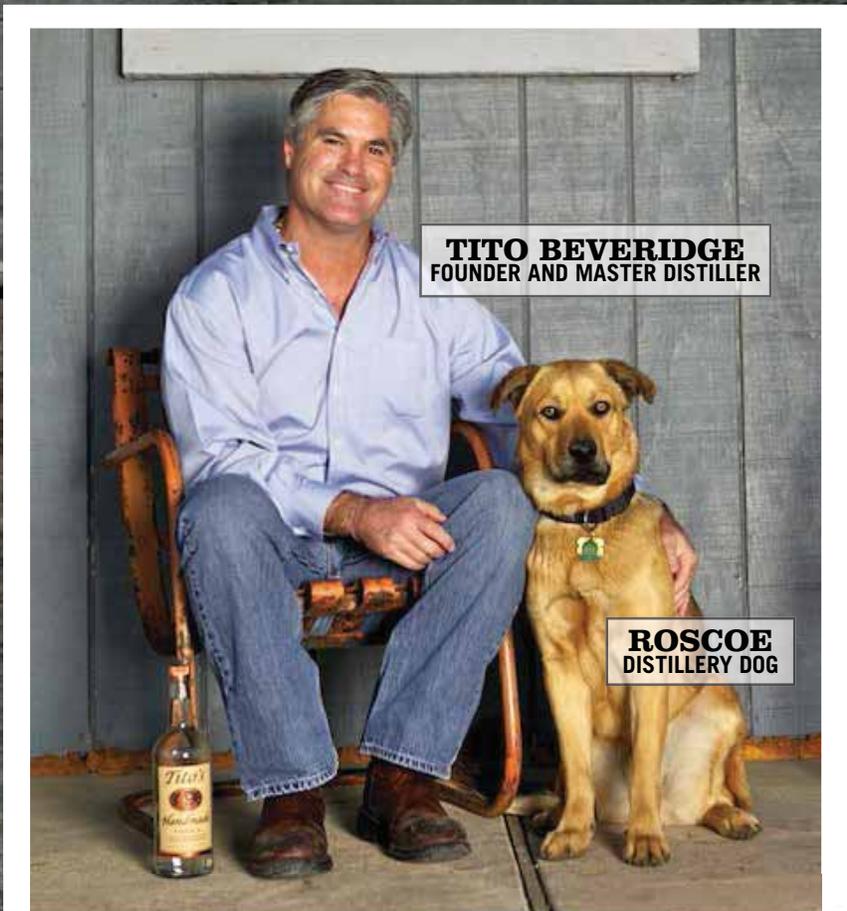
She is involved in our social justice club and sets a great example for younger students as well as her peers. She has ALWAYS been very respectful of other students and towards me.

I know she is hoping to pursue a nursing degree and I believe that this field fits her personality quite well.

Respectfully,
Jamie Savre
East High School Counselor

*Chanae's stepmother Gretchen is Rainer
Liquor Manager*

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Ashley Johnson

I am very excited to write this recommendation for Ashley Johnson.

She is a kind, hardworking, and intelligent person.

I have known Ashley since she was an eighth grader. That year I had the pleasure to get to be her speech coach. I have really gotten to know her through our speech van trips to tournaments for the past 5 years.

I have also trusted her enough to be my primary sitter for my children. I am a very overly protective mother and I trust her completely with my children.

Ashley has also been my student aid this year. My kindergarten students have fallen in love with her.

She is also willing to do any job I ask. She does any job, tedious or not, with a smile.

I have watched Ashley grow from a very shy young lady to a very confident young woman. She has grown confident enough to try something new this year.

She joined the dance team with no previous dance experience. Her hard work on both the speech team and dance teams was evident in all the progress she has made in both.

I know this work ethic will move forward into her future plans. I love to see the sparkle in her eyes when she talks about her plans for the future.

I know she will be very successful at Minnesota State University of Moorhead. She has the work ethic to be an excellent English major.

Sincerely
Denise Borgen
Kindergarten Teacher
Head Speech Coach

Ashley's mother Maggie is Pelican Rapids Liquor Manager



Alissa Larson

My high school career started off a bit hard in 9th grade, as my only sister went off to college. I wasn't sure how I would survive high school without her by my side. But after a few months I learned I am strong and she is always by my side no matter how far away she is.

So after making it through 9th grade and on into 10th grade I decided that I would look into PSEO (Post-Secondary Education Option) for my junior year of school. With doing PSEO I would be able to fulfill credits at high school and possibly college.

I looked into classes at Anoka-Ramsey and Minneapolis Community and Technical College (MCTC) and decided on attending MCTC for some classes and still take a class at my high school (St Anthony Village High School). MCTC was closer to my high school so it would be easier to commute between the two schools.

In my junior year I took math in the morning at the high school and then 3

classes at MCTC. Then I would go back to the high school in the fall for swim practice. I was in my 5th year on the varsity swim team and a captain.

I continued the same schedule in the spring but would return to the high school for softball practice, which I had played since 7th grade and made the varsity team in 10th grade (our team made it to the state softball tournament).

In the fall of my senior year I did 100% PSEO.

I decided to be a manager for the varsity football team and I was still captain on the swim team. I achieved one of my goals for the swim team and made it to the state swim meet with my 50 yd freestyle.

In the spring I wanted to be back in the high school more to end my senior year with my friends, but still do PSEO.

I am currently taking 1 class at MCTC, 1 online class and 2 classes at the high school. I'm also captain of the varsity softball team.

I have decided to go to Grand Canyon University in Phoenix, Arizona to get a Bachelor's degree in Nursing. I have credits that will transfer from my PSEO classes I took at MCTC, which will get me done in 3 1/2 years if all goes as planned.

My decision to get into nursing comes from a love for science and a strong compassion for helping people.

In the beginning of my junior year I was hospitalized with a terrible virus.

It was there that I had a nurse (Barb) that helped my get through a rough night when my parents couldn't be there with me, which made my decision that I wanted to take care of people.

Alissa's father Mike is St. Anthony Village Wine & Spirits Manager



Ashley Nirschl

I am currently a senior at Ada-Borup High School in Ada, MN.

I have maintained a 3.4 GPA and have taken College Algebra. Currently I'm taking college Chemistry and English.

I am or have participated in golf, three and one-act plays, Knowledge Bowl, Shock & Awe; a youth philanthropy group (Vice President 2015-16), and Choir (Secretary 2015-16),

I am also active in my church: helping with youth ministry and Vacation Bible school.

I have also been helping as a teacher's aid for 1st graders all this year.

Once I graduate high school, I plan to attend MSU in Moorhead and major in Elementary Inclusive Education.

When I graduate from college and receive my teaching license/degree, I hope to work in Minnesota or North Dakota.

My degree would allow me to work as a teacher for Kindergarten thru sixth grade.

For as long as I can remember, I have always wanted to be an elementary teacher and working this year as a student aid for a first grade class confirms this is what I want to do with my life.

Ashley's father Paul is a Bartender at Ada Liquor



Isaac Olson

My parents are Steve and Jennifer Olson. They have been my support system throughout these busy days as I near the end of my high school career, and I could not be any more blessed to have them.

I have been very successful as far as academics go. I am a 4.0 student and have been my whole academic career. I work very hard to achieve my academic goals, and I am very proud of what I have been able to accomplish so far. I was very pleased to have gotten a 30 on my ACT, which has opened some more doors for my academic life after high school.

Athletics have been an enormous part of my life in high school. I was honored to have served as captain in all three of my sports: Football, Basketball and Tennis. Being a leader for my teammates helped me to become a better player on the field/court and a better person off of it. Figuring out how to work with my teammates to reach our goals will be very beneficial to me in the future.

I have been fortunate to participate in some activities throughout the community in the past couple of years.

I am a lector for weekend masses at St. Bernard's Church. I have been doing this for a couple of years now.

During this past football season, I was able to coach fourth and fifth grade flag football two days a week. I was able to

develop relationships with those boys and share my experience as a football player with them, which, I hope will influence them enough to join football in sixth grade and continue to play it throughout high school.

I will be attending NDSU next fall to major in Business.

After attaining my degree, I am hoping to find an occupation close to Thief River Falls, but I understand I may have to build my reputation before such a job will be available to me.

I am very excited to start the next chapter in my life.

Isaac's father Steve is Falls Liquor (Thief River Falls) Manager



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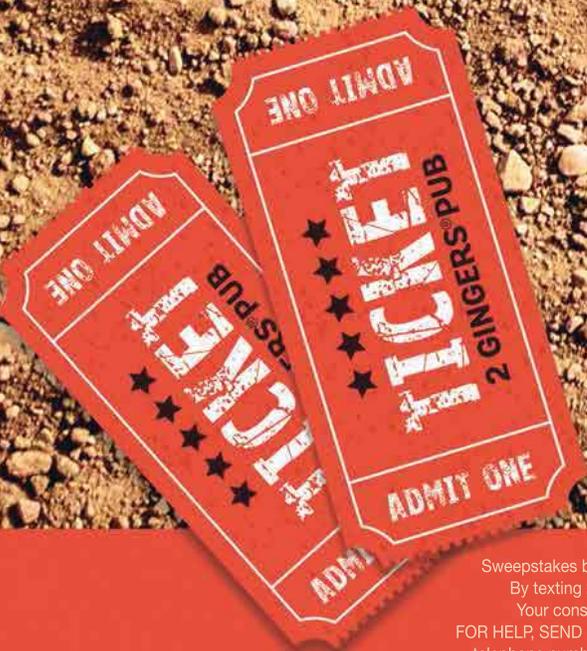
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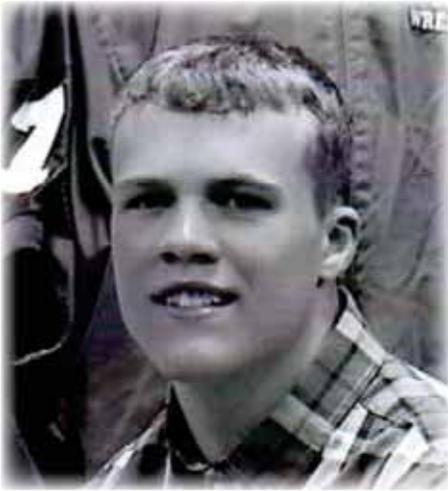


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Andrew Trowbridge.

I am currently a senior at Barnesville High School in Barnesville, Minnesota.

During my high school career, I have participated in football, receiving a letter for 3 years.

In wrestling, I was captain of the 2015-16 team.

I have lettered 5 times and been named Most Improved Wrestler my Junior and Senior Year.

I have participated in Knowledge Bowl and Concert Choir my entire high school career. I also attended Minnesota Boys State in June 2015.

I have also been active in the Minnesota Council of Economics Education Economics Challenge.

During my junior year, I was the Section Individual Champion and was on the team that won the team section tournament as well. Our team also won the Joan Robinson Division of the State Economics Challenge.

Academically, I have taken multiple Advanced Placement courses and strive to do my best while participating in Varsity Athletics and Extra-Curricular activities and working at Subway in Barnesville

I am a highly motivated student who believes that hard work pays off.

My objectives for the future are to attend either the University of Minnesota—Twin Cities or Concordia College-Moorhead to pursue a degree in Chemistry.

I enjoy mathematics and science. I believe chemistry will be a good choice for me in the future. The options are many for an individual with a degree in the sciences.

Andrew's mother Randi is Firehall Liquor (Barnesville) Manager



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Thanks for Coming to the Conference, Tom



Recognition for the Longest Distance Traveled to attend the MMBA Annual Conference was easy this year. Tom Atkinson (pictured left, with MMBA President Gary Buysee) came from Kotzebue, Alaska.

Tom manages the municipal package store in Kotezebue and is coordinating the building of a new bar and grill.

Here is a note Tom sent after the conference:

It was a pleasure meeting all of you.

I got a treasure-trove of information that will be a great help to our operations here.

I sincerely appreciate everything the MMBA has done for Kotzebue in the past and for being so welcoming to me at the Conference.

I look forward to learning more from your organization.

I would love to have you visit up here.

I don't think it's out of the realm of possibilities especially as we get closer to open up our "on sale" facility.

Thanks again. I had a great time

The 2016 MMBA Conference Seminar Rooms Were Packed



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The Power of Shopping Local

By Matthew J.H. Wieland

I recently returned from a marketing trip with my employer, a small Willamette Valley producer of Pinot Noir and Chardonnay.

As we explored the Minnesota market, meeting with local wine shops, three separate owners asked pointedly, “Will you be in Total Wine? If so, we won’t carry you.”

Early in 2014, Total Wine & More entered Minnesota, grabbed hold, and shook it like a martini.

A few locally-owned shops have closed, including the beloved Four Firkins.

While appreciated by many buyers for their substantial selection and low prices—a reputation buoyed by titles like “2014 Retailer of the Year” by Wine Enthusiast—we should pause and reflect on the big box economics of Total Wine.

Total Wine carries an array of wines produced by medium to large producers.

Their margins?

Minimal—lower than any locally-owned shop can match.

This clearly harms the boutique shops, but it also abuses the smaller wineries carried by Total Wine.

Yes, Total Wine pays the same price to the distributors as any other shop, and so the wineries make equal money when sitting on the shelves of Total Wine.

However, the low markup ultimately devalues any wine on the shelf, and consequently any brand on the shelf.

Small to medium-sized boutique wineries only thrive if they create a value brand rather than a discount brand.

Big box economics undercuts the value.

Total Wine makes one exception to their minimal mark up philosophy—their private labels.

They amass a fleet of private label wines, which they create through contracts with wineries around the world.

“You make the wine, we’ll provide the label.”

This model allows the producers to move volumes of mediocre to crappy wine easily, thanks to the serious power wielded by large entities like Total Wine.

It also masks the grape growing and production facts, allowing Total Wine to mark these private label wines up substantially more than the other brands on their shelves.

Total Wine stocks over 2,500 private labels, and sources report 53% of their sales come from these private label wines.

This ultimately means that Total Wine’s management, and subsequently store employees, have an incentive to push the private label wines.

Thankfully, unique Minnesota distribution laws allow some local stores to cleverly fight back.

This story, of course, is not unique to wine, and this fact only bolsters the message.

We all benefit when we shop at locally-owned stores.

Michael Pollan, food writer and journalist, first turned me on to the power of voting with my money.

Every dollar spent is a vote for that product, that company, that retailer, and the business practices that support that chain of businesses.

A son of a rural Minnesota business owner, I shouldn’t have needed Pollan to clarify the power of shopping locally.

Yes, you may pay an extra dollar or two*, but the benefits so clearly outweigh the cost, sun to a grain of sand.

**Take advantage of case discounts at your local wine shop, and prices come nearer to alignment when comparing the superstores and small shops.*

**Don't Cry
Because
it's
Over,
Smile
Because
it
Happened**

MMBA Commercial Members Are Available to You! Contact Them!

Gold Member

Arctic Glacier Ice

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

Crow River Winery

Contact: Chelsey Schrupp and Janessa Markgraf
Address: 14945 Highway 7 East
Hutchinson, MN 55350
Phone: 320-587-2922
E-mail: crowriverwinery.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
Phone: (320) 291-1260
E-mail: svogl@phillipswineandspirits.com
Web: www.phillipswineandspirits.com

Silver Plus

August Schells Brewing Company

Contact: Jeff Pohl (Pohlcat),
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 56573
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: Greg Aamodt
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Web: www.bacardi.com

Bellboy Corporation

Contact: Pat Bushard
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Golden Valley, MN 55422
Phone: (952) 544-5178
Toll Free: (800) 819-2355
E-mail: patrick@bellboycorp.com

BreakThru Beverage Minnesota

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St. Paul, MN 55104
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E-mail: Bredenius@breakthrubev.com
Fax: (651) 646-1497
Web: www.wirtzbeveragegroup.com/minnesota.asp

Crystal Springs Ice

Contact: Tom Valvoda
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Phone: (866) 629-6267
E-mail: crystalsprings@live.com

Dailey Data & Associates

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Plymouth, MN 55441
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Fax: (763) 253-0481
Web: http://daileydata.com/

Delaney Consulting

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E-mail: flora.floradelaney.com
Contact: Jim Langemo
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Phone: (612) 423-5132
Web: langemoconsulting@g-mail.com

Deutsch Family Wine & Spirits

Contact: Lindsay Topp
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E-mail: Lindsay.Topp@deutschfamily.com
Web: www.deutschfamily.com [1]

Diageo

Diageo Guinness USA
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Minneapolis, MN 55401
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E-mail: tshindeldecker@diageo.com
Web: www.guinness.com

Diageo Spirits and Wine

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Web: www.diageo.com

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E-mail: bob@e3lightingllc.com
Web: www.e3lightingllc.com

Electronic Game Solutions, Inc

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Maryland Heights, MO 63043
Phone: (218) 790-2990
Fax: (218) 292-6686
E-mail: sborowicz@egsol.com
Web: www.egsol.com

Jackson Family Fine Wines

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

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Contact: Mike Bamonti
Address: 701 Industrial Blvd. NE
Minneapolis, MN 55413
Phone: (651) 649-5894
Fax: (651) 482-9810
E-mail: mike_bamonti@jityaylor.com
Web: www.jityaylorco.com

Johnson Brothers Liquor Company

Contact: Michael Johnson
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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 Juszczak
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Fax: (952) 881-7797
E-mail: mike@lifemediac.com
Web: www.lifemediac.com

Mike's Hard Lemonade

Contact: Brady Blaska
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E-mail: bblaska@mikeshardlemonade.com
Web: www.mikeshard.com

Palm Bay International

Contact: Dominic M. Giuliani
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Paustis Wine Company

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Remer, MN 56672
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Permod Ricard USA

Contact: Jeff Jara
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Web: www.permod-ricard-usa.com

Polar Beverage

Contact: Mike Wurst
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Web: www.polarbev.com

Pro-Tec Design

Contact: Mark Bonde
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Minneapolis, MN 55446.
Phone: (763) 211-8619
Fax: (763) 553-0204
Web: www.pro-tecdesign.com

Retail Information Technology Enterprises

Contact: Rick Feuling
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Sartell MN 56377
Phone: (320) 230-2282
Cell: (320) 761-6423
Fax: (320) 230-1796
E-mail: rick@rite.us
Web: www.rite.us

Sculpture Hospitality

Contact: Kamee Cole
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Shakopee, MN 55379
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Web: www.sculpturehospitality.com

Southern Wine and Spirits

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Minneapolis, MN 55413
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Stan Morgan & Associates

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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

Third Street Brewhouse

Contact: Mike Feldhege
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Cold Spring, MN 56320
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Web: www.thirdstreetbrewhouse.com

U.S. Bank Government Banking

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St. Paul, MN 55101
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E-mail: jenmtr.vucinovich@usbank.com
Web: www.usbank.com

Vinocopia

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Minneapolis, MN 55423
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Cell: (612) 532-0406
E-mail: marion@vinocopia.com
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WRS Imports

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Phone: (612) 588-7076
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E-mail: reven@wrsimports.com
Web: www.wrsimports.com

Zabinski Business Services, Inc.

Contact: Paul D. Zabinski
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Annandale, MN 55302
Phone: (651) 286-1494
E-mail: zbsnbsite@yahoo.com
Web: www.zbsonline.biz

Bronze Member

Bernick's

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Dahlheimer Beverage

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Monticello, MN 55362
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Fax: (763) 295-4947
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Dakota Worldwide

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Summit Brewing

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The Wine Company

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Web: www.thewinecompany.net

Waterville Food & Ice

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Waterville, MN 56096
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Supporting Member

AVIV 613 Vodka

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Cannon River Winery

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Cannon Falls, MN 55009
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Carlos Creek Winery

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Alexandria, MN 56308
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Web: www.carloscreekwinery.com

Chankaska Creek Ranch and Winery

Contact: Jane Schwickert
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Kasota, MN 56050
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Web: www.chankaskawines.com

CNH Architects

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Heartland Wine Sales of Minnesota

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Web: heartlandwinesalesmn.com

Locher Brothers, Inc.

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Green Isle, MN 55338
Phone: (507) 326-5471
Fax: (507) 326-5487
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Madison Bottling Co.

Contact: Dave Bergerson
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Madison, Minn. 56256
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Minnesota State Lottery

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Web: www.mnlotttery.com

Reco Store Equipment

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E-mail: peterg@recoveryssys.com
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Round Lake Vineyards & Winery

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Web: www.Roundlakevineyards.com

Sunny Hill Distributing

Contact: Mike Baron
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Fax: 763-463-2001
E-mail: steveking@thorpedistributing.com
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