

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

Volume 75, Number 2, 2016

OFFICIAL PUBLICATION OF THE  
MINNESOTA MUNICIPAL BEVERAGE ASSOCIATION  
[www.municipalbev.com](http://www.municipalbev.com)



**Big Lake Awarded \$50,000**  
**in Michelob Golden Light**  
**Celebrate Your Lake Contest!!!**

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# MUNICIPAL LIQUOR STORE

Volume 75, Number 2, 2016

*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.*

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## ON THE COVER

In 2015, the City of Big Lake participated in the "Celebrate Your Lake Contest" sponsored by Michelob Golden Light.

Thanks to the great efforts of the Lake Liquors municipal liquor staff, they were recently awarded a \$50,000.00 grant!

Big Lake received the most texts into the contest entry number.

The money will be used for:

**Shoreland Restoration** - \$25,000 will be dedicated to the public land on both sides of the channel between Big Lake and Mitchell Lake. These projects will be highly visible to the community.

**Water Quality Studies**- \$15,000.00 will be dedicated, as the City of Big Lake and their lake association are concerned about water quality.

**Public Education**- \$10,000.00 will be dedicated to be used for public education.

Picture on the cover are Lake Liquors assistant manager Lisa Miller, Big Lake mayor Raeanne Danielowski, and Lake Liquors manager Jan Muehlbauer.

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# MMBA President's Message



**GARY BUYSSE**  
*President*

I am a true ice cream aficionado!

I find it almost impossible to pass an ice cream store without a scoop; who I am kidding at least three scoops!

I had ice cream for lunch today; I once had ice cream with chocolate syrup and peanuts for breakfast everyday for three straight weeks.

Ice cream is the reason I exercise.

My true love is vanilla; I'm a beige kind of guy personally.

That said, I can enjoy chocolate marshmallow with caramel fish, peanut butter cup, blueberry cheesecake and just about whatever you throw at me.

Many local creameries have decided the flavor selection is at the whim of the imagination, which is true.

The other truth is these eclectic, esoteric flavor combinations may languish in the freezer until they are discounted and forgotten.

The same can be said for local craft spirits. In the interest of fair play and confidentiality I won't mention some of the flavors I have been shown.

It is not my intention to be the flavor critic for the Minnesota Distillery world.

It is my responsibility to make money for my city and this is the point where "these paths diverge in the forest."

I am surprised at, times, what new product resonates in the imagination of my consumers.

I also understand many imaginative flavor combinations greatly enhance the construction of a cocktail.

I just need the tools to inform my customers of these options but the resources don't seem to be available.

I believe supporting local businesses is more beneficial to the local economy.

I try to shop for my produce at farmer's markets, I buy most of my gifts from local vendors and artists, my free range beef, which tastes infinitely better by the way, is purchased from local producers.

Shopping locally gives me the advantage of seeing the face of the person who aged my favorite cheddar or designed the necklace I purchased as a gift.

I also have a reasonable certainty my purchase will benefit the local economy and the money will be circulated locally.

We support our Minnesota distilleries and breweries; shop locally!

We have approximately 25 linear feet of Minnesota artisanal spirits at Rogers Wine and Spirits.

Twenty percent of our coolers are allotted to local and regional breweries.

However, the support we receive from our local distilleries and breweries is disproportionate.

I understand resources are best utilized with the greatest potential for return; that's good business.

But it is a curiosity to me that there seems to be little or no attempt at reciprocity for our efforts and investment.

It is unfortunate we have been forced to reduce the amount of support we give to local efforts, begin reducing the size of our local and regional inventories and focus on products that are supported to a greater extent regardless of their origin.

I am going to attempt to put this drum to rest.

The head is beaten and worn, and the sticks are cracked!

For hopefully the last time I will suggest; support those who support you at all levels!

As stated earlier, the best support you receive may not be local or regional.

Strange alliances develop when there is money, sex or power at stake.

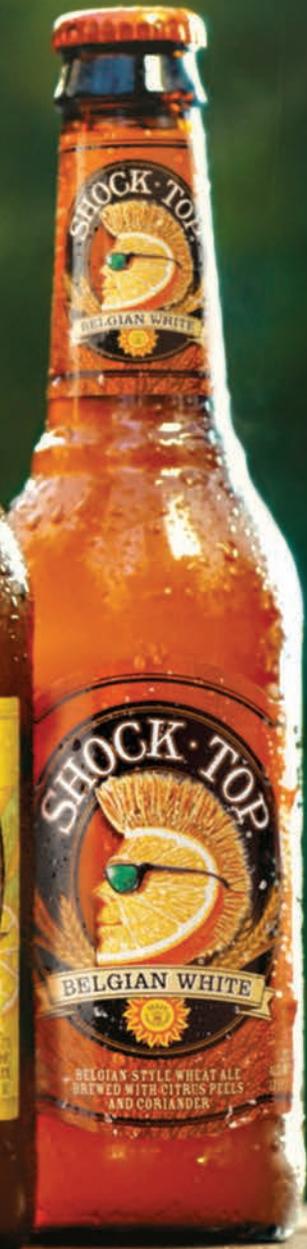
Hopefully only two of these apply in your enterprise fund!

Your store is an asset to your city, constantly strive to improve it!

If you can't or won't, give the keys to someone who will!

Lobster, cucumber IPA; not today!

# TODAY'S FORECAST 72° AND SHOCK TOP



#72ANDSHOCKTOP



ENJOY RESPONSIBLY

© 2015 Shock Top Brewing Co., Shock Top® Belgian-Style Wheat Ale, Shock Top® Lemon Shandy, Flavored Belgian-Style Wheat Beer, St. Louis, MO

# The New Buffalo Range Now Open!

The City of Buffalo Lake recently changed the name of their municipal liquor facility from *Buffalo Lake Liquor* to *The Buffalo Range*.

The change was to promote more of a friendly atmosphere for people of all ages to be able to come in, eat and socialize.

In order to inform residents of the expanded offerings and the value of the facility to the community, a direct mailer was created and distributed.

MMBA combination on-sale / off-sale facilities are expanding their food menu and looking for examples.

Members also ask for new ways to “Promote the Community Value of their Municipal Liquor Operation.”

Consequently, the direct mailer is reprinted in the next several pages.

## BOXHOLDER

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132 MAIN STREET

BUFFALO LAKE, MN 55314

320-833-2321

BUFFALORANGE@YAHOO.COM

FORMALLY KNOWN AS BUFFALO LAKE LIQUORS

### Did you know?

The Buffalo Range is a self-sustaining city enterprise fund.

Buffalo Lake taxpayers do not supplement our operating expenses.

Eating and shopping in our business directly benefits city residents, since we give 100% of our profits back to you!!

Profits are placed into the city's general fund to help fund projects or reduce property taxes.

### Why the Name Change?

The Buffalo Range now offers so much more than beer, wine & spirits.

Our expanded food menu appeals to all ages.

With new offerings, we decided to refresh our name and logo.

Everyone is invited to come in and enjoy themselves!!

# DAILY ON SALE SPECIALS

Some Exclusions Apply See bartender for details

Become a VIP Member of Buffalo Lake Liquors!!  
Join our email list for exclusive updates and promotions  
Email us at [buffalorange@yahoo.com](mailto:buffalorange@yahoo.com) to sign up!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5-11pm	5-8pm	5-9PM	5-9PM	5-9pm	\$8
Buy 2 Large Pizzas	Kids Eat for \$1 with a Paid Adult Meal 1 Kids Meal/Adult	\$5 BURGER BASKETS HAMBURGER OR CHEESEBURGER W/FRENCH FRIES	6 Wings \$5 12 Wings \$9 Bone In or Boneless Choose your sauce: Buffalo, BBQ, Sracha Bourbon, Honey Mustard, Teriyaki, Parmesan Garlic	BL Combo Platter or \$1 off Appetizers	Bloody Mary Bar until 1pm
Get 1 FREE Pitcher of Beer or 1919 Root Beer	\$2 1919 Root Beer	\$3 BLACK VELVET MCMASTERS WINDSOR	7-9pm \$3 Bottle Beer Mich Light, Coors Light, Miller Lite, Budweiser, Bud Light	Late Night Happy Hour 10-11pm <small>Not Valid on Entertainment Nights</small>	\$1.00 off Burger & Sandwich Baskets 11am-5pm
	\$2.75 Domestic Tap Beer				\$1.00 off Large Pizzas To Go
	\$3 Crafts & Import Tap Beer				Happy Hour 9-10pm <small>Not Valid on Entertainment Nights</small>

ALL FOOD SPECIALS ARE DINE IN ONLY UNLESS SPECIFIED. NO ADDITIONAL DISCOUNTS CAN BE APPLIED TO DAILY SPECIALS

### JOIN US FOR WHEEL OF FORTUNE HAPPY HOUR

MONDAY - FRIDAY @ 6:30PM

Guess the Puzzle get a FREE DRINK/BEER (up to \$3.50 in value)      Guess the Bonus Round and get \$5 off your Bar Tab  
**Specials start 7/25/16**

Come in on your birthday and have Lunch or Supper on us!!

Need a Place to have a Party?? Host your party here and we will do the work for you! Plus, receive a \$50 Bar Tab. Call us for more details 320-833-2321

### Off Sale Quantity Discounts

- 10% off 10+ cases of beer
- 12% off 20+ cases of beer
- 14% off 30+ cases of beer
- 10% off any case (12 bottles) of Wine or Spirits
- 12% off 2 cases of Wine or Spirits
- 14% off 3 or more cases of Wine or Spirits

Quantity Discounts may not be combined with any other discounts or promotions

Off Sale Special Orders Available on Beer, Spirits or Wine      Inquire for more details

Join our Email List for Exclusive Specials & Promotions

Email us at [buffalorange@yahoo.com](mailto:buffalorange@yahoo.com) to sign up!

Receive 15% off any Off Sale Purchase \$50 or More (before tax)



ORIGINAL COUPON MUST BE PRESENTED AT TIME OF PURCHASE  
EXPIRES 9/30/16

\$5 OFF ANY FOOD PURCHASE \$20 OR MORE



ORIGINAL COUPON MUST BE PRESENTED AT TIME OF PURCHASE  
EXPIRES 9/30/16

Try my **Handmade**  
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<b>TITO'S®</b> HANDMADE VODKA <b>USA</b>	<b>95</b> PTS
<b>Ketel One®</b> HOLLAND	<b>89</b> PTS
<b>Grey Goose®</b> FRANCE	<b>84</b> PTS
<b>Belvedere®</b> POLAND	<b>84</b> PTS
<b>Absolut®</b> SWEDEN	<b>84</b> PTS

★  
 My **American Handmade Vodka** beats the giant  
 "Imports" every day. That's because I distill  
 it six times in old-fashioned pot stills I built  
 myself and taste test every batch to make  
 sure you get only the best.  
**Try American!** *Tito*  
 ★

**Unanimous Double Gold Winner!!!** World Spirits Competition  
**"America's first craft sippin' vodka"** Wall Street Journal  
**"★★★★"** Spirit Journal  
**"Smooth, I mean really smooth!"** CNN



**TITO'S IS NATURALLY  
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★ **TitosVodka.com** ★  
 Handcrafted to be savored responsibly.



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132 Main Street  
Buffalo Lake, MN 55314  
320-833-2321

**TAKEOUTS AVAILABLE**

**Daily Lunch Specials 11am - 1:30pm (Mon - Fri)**  
Call us for the lunch special of the day

**PIZZA**

<u>PIZZA CORNER</u>	<b>10"</b>	<b>13"</b>
<i>Cheese</i>	\$7.25	\$10.50
<i>Sausage</i>	\$7.25	\$10.50
<i>Pepperoni</i>	\$7.25	\$10.50
<i>Canadian Bacon</i>	\$7.25	\$10.50
<i>Sausage &amp; Pepperoni</i>	\$7.25	\$10.50
<i>Sausage &amp; Mushroom</i>	\$7.25	\$10.50
<i>Supreme</i>	\$7.75	\$10.75
Ground Beef, Pepperoni, Canadian Bacon		
<i>Taco</i>	\$7.75	\$10.75
5 Cheeses, Taco Chips, Taco Beef		
<i>Deluxe</i>	\$7.75	\$10.75
Sausage, Mushrooms, Onions, Green Peppers, Extra Cheese		
<i>Chicken Alfredo</i>	\$7.75	\$10.75
Alfredo Sauce, White Chicken, Red Peppers		
<i>Chicken Bacon Ranch</i>		\$10.75
Chicken, Bacon, Cheese & Ranch Dressing		
<b>HEGGIES (12" only)</b>		
<i>Six Pack</i>		\$12.00
Sausage, Pepperoni, Canadian Bacon, Bacon, Cheddar & Mozzarella Cheese		
<i>Deluxe Combo</i>		\$12.00
Sausage, Pepperoni, Onion, Green Pepper, Mushrooms		
<b>Sven &amp; Ole's - Grand Marais, MN (12" only)</b>		
<i>Mozzarella Cheese</i>		\$10.00
<i>Pepperoni</i>		\$10.25
<i>Sausage</i>		\$10.25
<i>Combo - Pepperoni &amp; Sausage</i>		\$11.25
<i>The Uffda</i>		\$12.50
Italian Sausage, Pepperoni, Onion, Green Pepper, Mushrooms, Black Olives		

**APPETIZERS**

**Loaded Potato Bites \$4.50 GLUTEN FREE**  
Crispy Golden Bite Sized Potatoes w/ Bacon, Cheddar Cheese, Chives

**Lattice Chips \$3.50 GLUTEN FREE**  
Skin On, Crispy & Light Potato Chips. Try w/ Range Sauce

**Pickle Chips \$3.75**  
Breaded Pickle Chips cooked to Golden-Crisp Perfection  
Try with Chipotle Ranch

**Cheese Curds or Jalapeno Cheese Curds \$4.25**  
Premium Hand Battered Wisconsin White Cheddar Cheese Curds

**French Fries \$3.00**  
Generous Portion of Crinkle Cut Fries

**Sidewinders \$4.00**  
Beer Battered Spiral Cut Potatoes

**Ham & Cheese Wiches \$5.00**  
Traditional Ham, Swiss & American cheese all wrapped up in a tasty little bite

**Jalapeno Poppers \$4.25**  
Breaded Jalapenos stuffed with cream cheese fried to a golden brown

**Potato Munchers \$3.75**  
Bite Sized Potatoes stuffed with American Cheese

**Mozzarella Sticks \$5.00**  
Battered Mozzarella Cheese deep fried to a golden brown.

**Mushrooms \$3.50**  
Batter - dipped deep fried mushrooms

**Onion Rings \$4.00**  
Battered Onion Rings fried to perfection

**Reuben Wiches \$5.00**  
Corned Beef, Sauerkraut & Swiss Cheese all wrapped up in a tasty little bite.

**Mac & Cheese Bites \$4.00**  
Creamy Mac & Cheese fried to golden perfection.

**Chicken Cordon Bleu Bites \$5.00**  
Chicken Bites Stuffed with Creamy Swiss Cheese and Ham

**Chicken Strips \$4.75**  
Lightly breaded all white meat chicken served with your choice of dipping sauce

**Chicken Wings \$6.00 (6) or \$11.00 (12)**  
Bone-In or Boneless  
BBQ, Buffalo, Honey Mustard, Sriracha Bourbon, Parmesan Garlic or Teriyaki. You pick 'em, we'll fix 'em

**BL Combo Platter \$15.00**  
Pick 4 full size appetizer portions (1 chicken item only)  
Served with your choice of dipping sauces

**DESSERT**

**Deep Fried Chocolate Cookie Dough Bites \$4.50**  
10 Battered Bites that melt in your mouth

**Caramel Cheesecake Chimis \$4.50**  
Rich Creamy Cheesecake in a Crispy Pastry

*\*\*Cookie Dough Bites & Cheesecake Chimis can be included w/ BL Sampler\*\**

**BEVERAGES**

**Fountain Pop \$1.50 free refills**  
Coke, Diet Coke, Sprite

**Canned Pop \$1.00**  
Coke, Diet Coke, Pepsi, Diet Pepsi, Mountain Dew, Diet Mountain Dew, Sprite, Diet Sprite, Dr. Pepper, Diet Dr. Pepper, Orange, Lemonade

**1919 Root Beer (no refills) \$3.25 glass \$8.00 pitcher**

**SALADS & MORE**

Dressings Available: Ranch, Blue Cheese, French or 1000 Island

**Chicken Salad \$6.25**  
Breaded or Grilled Chicken Breast over shredded lettuce with diced tomatoes, red onions, cheddar cheese & croutons  
*Have your chicken tossed in any of the following sauces Buffalo, BBQ, Honey Mustard, Parmesan Garlic, Teriyaki or Sriracha Bourbon*

**Taco Salad \$6.25**  
Seasoned taco meat, diced tomatoes, red onions, cheddar cheese over shredded lettuce topped with crushed Doritos  
Served with sour cream, salsa or taco sauce

**Chef Salad \$6.25**  
Sliced Deli Ham, Turkey & Roast Beef with diced tomatoes, onions, Cheddar Cheese and croutons served over shredded lettuce.

**House Salad \$4.00**  
Shredded lettuce with diced tomatoes, onions, cheddar cheese & croutons

**Chicken Quesadilla \$7.50**  
Cheddar & Jack Cheeses with diced chicken and onions between two flour tortillas. Served with Sour Cream, Salsa or Taco Sauce

**Buffalo Bleu Chips \$7.00**  
Lattice Chips topped w/ crumbled Blue Cheese and Diced Chicken tossed in Buffalo Sauce

All Food is Subject to 6.875% tax 7/2016

## SANDWICHES

All Sandwiches are served with Lattice Chips and a Pickle Spear.

**Substitute French Fries \$1.25 or Sidewinders \$2.00**

**Onion Rings, Cheese Curds, Jalapeno Cheese Curds for \$2.75**

**\*\*Additional \$2.00 added to any menu Substitutions\*\***  
(Bread, Cheese, Extra Meat)

**Chicken Breast Sandwich \$7.50**

Breaded or Grilled Chicken Breast served on a toasted bun with shredded lettuce, Swiss Cheese, bacon, tomato & red onion. Served with Mayo or Ranch

**Buffalo Chicken Sandwich \$7.50**

Breaded or Grilled Chicken Breast smothered in Buffalo Sauce topped with Swiss Cheese & shredded lettuce. Served on a toasted bun with a side of Ranch or Blue Cheese Dressing.

**Mesquite Chicken Sandwich \$7.50**

Breaded or Grilled Chicken Breast smothered in Teriyaki Sauce on a Croissant Bun with Swiss Cheese, Bacon, Red Onion & Lettuce

**Chicken Caesar Sandwich \$7.50**

Breaded or Grilled Chicken Breast w/ Caesar Sauce on a Croissant Bun with Swiss Cheese, Bacon, Red Onion & Lettuce

**BL Reuben \$7.75**

Deli sliced Pastrami with Sauerkraut, Pickles & Swiss Cheese served on a Pretzel Bun with Dijon Mustard

**Ham & Turkey Ciabatta \$7.50**

Deli Slice Ham & Turkey served on a Toasted Ciabatta bun with Bacon, Pepper jack Cheese, Lettuce, Red Onion & Mayo

**BLT \$6.00**

Bacon, Lettuce & Tomato served on Texas Toast

**The Club \$7.50**

A triple high sandwich with ham, turkey, roast beef, bacon, American cheese, lettuce, tomato, red onion and mayo served on white bread

**Fish Fillet Sandwich \$7.50**

Crispy Alaskan Pollock Fillet served on a toasted Hoagie Bun with shredded lettuce and tartar sauce

**Hot Roast Beef & Swiss \$7.50**

Deli Sliced Roast Beef piled on a Ciabatta Bun with Swiss Cheese

*Substitute Roast Beef for Ham or Turkey*

**Grilled Cheese Sandwich \$5.00**

American Cheese on grilled sourdough bread.

## DIPPING SAUCES AVAILABLE

\*Range Sauce   \*Ketchup   \*Mustard   \*BBQ   \*Ranch  
 \*Buffalo Sauce   \*Siracha Bourbon   \*Cheese  
 \*Parmesan Garlic   \*Teriyaki   \*Honey Mustard  
 \*1000 Island   \*French Dressing   \*Marinara Sauce  
 \*Salsa   \*Blue Cheese   \*Taco Sauce   \*Sour Cream  
    \*Chipotle Ranch

## BASKETS

All Baskets are served with French Fries.

Substitute Sidewinders \$2.00

Onion Rings, Cheese Curds or Jalapeno Cheese Curds for \$2.75

**Chicken Strip Basket \$7.50**

Lightly breaded all white meat chicken served with your choice of dipping sauce & Texas Toast

**Chicken Wing Basket \$7.50**

6 Bone-In or Boneless Chicken Wings tossed in your favorite sauce: Buffalo, BBQ, Honey Mustard, Siracha Bourbon, Parmesan Garlic or Teriyaki served with Texas Toast

**Shrimp Basket \$7.75**

Lightly Breaded Butterfly Shrimp served with Texas Toast

## BURGERS

**Our Hamburgers are ground fresh from Main Street Market and Hamburger Buns are fresh from Sweet Home Bakery**

All 1/4 lb burgers are served with Kettle Chips and Pickles

**Substitute French Fries \$1.25 or Sidewinders \$2.00**

**Onion Rings, Cheese Curds, Jalapeno Cheese Curds for \$2.75**

**\*Add Bacon to any burger for 75¢\***

**\*Additional \$2.00 added to any menu Substitutions (Bread or Cheese)\***

**BL Burgers - with or without raw onion**

Hamburger	\$5.00
Double Hamburger	\$5.25
Cheeseburger	\$5.50
Double Cheeseburger	\$5.75

**The Laker \$7.25**

Deli sliced ham with American Cheese topped with BBQ Sauce

**The Boss \$7.25**

Topped with bacon & crumbled Blue Cheese

**The Twister \$7.25**

American Cheese, Lettuce, Tomato & Red Onion served with Mayo

**The Goober \$7.25**

Swiss Cheese & Sauerkraut on a Marble Rye Bun served with a side of 1000 Island Dressing

**The Curly \$7.25**

Pepper jack Cheese & Jalapenos

**The Nacho \$7.25**

Nacho Cheese, Lettuce, Sliced Jalapenos, Topped with Crushed Doritos served on a Pretzel Bun

**The Pizza \$7.25**

Provolone Cheese, Marinara Sauce and Sliced Pepperoni served on a Pretzel Bun

**\*\*Add \$1.00 for an additional Burger to any of our Specialty Burgers\*\***

## KIDS MENU

**AGES 12 AND UNDER**

#1 Grilled Cheese Sandwich w/ Fries	\$4.00
#2 Chicken Nuggets w/ Fries	\$4.00
#3 Hamburger or Cheeseburger w/ Fries	\$4.25
#4 Grilled Chicken & Swiss Sandwich w/ Fries	\$4.25

### Kitchen Hours

Monday - Saturday 11am - 10pm

Pizzas & Appetizers available until 11:30pm Monday - Wednesday & 12:30am Thursday - Saturday

All Food is Subject to 6.875% tax      7/2016

# One Call.

BEVERAGE. ICE. SERVICE & MORE. SELLING SOLUTIONS SINCE 1945.

With just one call to the Shamrock Group, we'll assist you with a variety of products and services you need. With our expert *Attention to Detail*, starting — and remaining — with us sets you up for business success.



**MinneMixer.** The 'Local' mixer for making great-tasting specialty drinks. Available in:

- Strawberry
- Raspberry
- Mango
- Pina Colada
- Bloody Mary
- Margarita
- Peach
- Sweet & Sour
- Lime Juice
- Triple Sec
- Grenadine



**Northwoods Polished Water Dispensing System.** Need filtered water? We have your solution. Perfect water. No water waste.

- Cold water capacity: 32gal/hr
- Dispenses Ambient, Chilled and Sparkling Water
- 25in H x 12in W x 32in D



**Ace Ice.** 5lb and 18lb packs. As a member of the MIIMA, we can ensure you have your ice needs covered, regardless of your location in Minnesota. Also available:

- Custom ice sculptures
- Special Events products/services
- Dry ice
- 10lb and 300lb blocks

## Sunburst Cleaning System.

The most efficient solution available today.

- Janitorial products
- Solutions for counter tops, windows and floors
- Washing chemicals for beer-clean glassware and dishes
- Full line/service on ADS glass and dish washers



Contact Steven Kelly  
[steven@shamrockgroup.net](mailto:steven@shamrockgroup.net)



Minnesota Independent Ice  
Manufacturers Association



Minnesota Municipal Beverage Association  
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**SUTTER  
HOME**  
FAMILY VINEYARDS

# Go Gophers!!!



In late spring, the Goal Line Club Minnesota Gopher Football booster organization, held a fishing tournament on Lake Koronis in Paynesville.

Later that night, Paynesville Liquor held a Beer Camp at the local American Legion.

70+ products were sampled, including many new items that were available to purchase at the store.

Several Gopher coaches attended the event.

Pictured left is **life-long Iowa Hawkeye fan** and Paynesville Liquor manager Bill Ludwig and Gophers head coach Tracy Claeys.

## Need A Better Point Of Sale Solution?

### **NCR Counterpoint and Dailey Data & Associates** *The Complete Retail Management Solution*

Counterpoint is a robust retail solution that allows retailers to run their complete business.

- complete POS solutions
- purchasing and inventory management tools
- streamline payment services
- customer management and marketing tools.



Contact us today for additional information and to schedule a free consultation and evaluation.

*“Whether it is taking inventory, placing vendor orders or satisfying customers’ needs, Counterpoint and Dailey Data have helped us do it all.”*

*~ Liquor Operations Director  
MMBA Member*

**We have over 30 years of  
experience with retail  
organizations. Let us show you  
how to increase profits and  
reduce costs!**



**info@daileydata.com**



## 10 Types Of Merchandise To Put On Clearance

- ✓ **Shopworn:** Items that visibly show dirt, dust, yellowed packaging, or items that have faded in the sun or are just plain *old*.
- ✓ **Seasonal:** Items that were only appropriate for the holiday and didn't sell aren't worth storing for next year.
- ✓ **Loners:** If you only have one left, clear it out. It will only get lost among your newer SKUS.
- ✓ **Demos:** Items you used to display, demonstrate or feature in a display that are or have been out of their packaging.
- ✓ **Out of Fashion:** Trends that came and went
- ✓ **Duplicates:** Multiple lines of the same type of merchandise leave you overbought; eliminate the slow movers.
- ✓ **Vendor you no longer buy from:** You won't be reordering, and that money can be reinvested in your better sellers.
- ✓ **Lower 20%:** Always cull your lower 20% of SKUS in each of your various categories.
- ✓ **Too specific:** Don't hold onto old parts or accessories for an item that was once popular.
- ✓ **Overbought:** Mistakes happen. Items that you have just too much of should be brought into line with sales.

Join The Retail Doctor's Email List at <http://bit.ly/MbgHyp>.

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## Providing Homemade Craft Beer Samples

Event season is in full swing in Minnesota and the Alcohol and Gambling Enforcement Division wants to make sure those manufacturing home craft beers are providing their product legally.

Under state law, homebrewers providing “tastings” or “samples” at contests or events must display signage with their name and address, and state the product is:

- Homemade.
- Not subject to state inspection.
- Not licensed or regulated by the state.

It is also illegal for homebrewers to serve to those under 21, or be paid or compensated for their product, including receiving donations.

## Proprietary Brands

Remember, according to Minnesota Statute, all alcohol products must be available to all licensees at the same price – including proprietary items from Total Wine & More, Target, Trader Joes and Olive Garden.

### *We've got you covered.*

Mid Central Ice  
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a s s o c i a t i o n

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Contact: Michael Maxwell  
Cell: (816) 806-2305  
E-mail: michael.maxwell@anheuser-busch.com  
Web: www.budweiser.com

#### **Beam Suntory**

Contact: Justin Ashton  
Address: 3601 W. 76th Street Suite 20  
Edina, MN 55435  
Phone: (952) 830.1131  
Fax: (952) 830-0123  
Cell: (612) 961-1476  
E-mail: justin.ashton@beamsuntory.com  
Web: www.beamsuntory.com

#### **MillerCoors Brewing Company**

Contact: Jon Chance  
Address: 248 Cygnet Pl  
Orono MN 55356  
Phone: (612) 718-6862  
Fax: (952) 285-6862  
E-mail: jon.chance@millercoops.com  
Web: www.millercoops.com

#### **Shamrock Group**

Contact: Steve Kelly  
Address: 2900 5th Ave. So.  
Minneapolis, MN 55408  
Phone: (612) 824-9600  
Fax: (612) 924-1974  
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: 15918 Norway St NW  
Lakeville, MN 55044  
Phone: (952) 250-9837  
Fax: (952) 891-1560  
E-mail: randy.dobratz@smwe.com  
Web: www.smwe.com

#### **Sutter Home Winery**

Contact: Bryan Pearson  
Address: 5512 West 25 1/2 Street  
Andover, MN 55304  
Phone: (763) 443-9664  
E-mail: bpearson@tfewines.com

# MMBA Commercial Members Are Available to You! Contact Them!

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### Arctic Glacier Ice

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Address: 1654 Marthaler Lane  
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Phone: (651) 455-0410 ext. 213 - office  
Fax: (651) 455-5799  
Mobile: (507) 421-4893  
E-mail: jstelley@arcticglacierinc.com  
www.arcticglacierinc.com

### Crow River Winery

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

### Midwest Hospitality Solutions

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

### Pabst Brewing Company

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

### Phillips Distilling Company

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

## Silver Plus

### August Schells Brewing Company

Contact: Jeff Pohl (Pohlicat),  
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  
(877) 242-1351  
Toll Free: (218) 346-5397  
Fax: (218) 346-8890  
Phone: charly.baune@arvig.com  
E-mail: www.arvig.com  
Web:

### Bacardi USA

Contact: Greg Aamodt  
Address: 6391 Teton Lane  
Chanhassen, MN 55317  
(952)494-8860  
Phone: gfaamodt@bacardi.com  
E-mail: www.bacardi.com  
Web:

### Bellboy Corporation

Contact: Pat Bushard  
Address: 6005 Golden Valley Rd  
Golden Valley, MN 55422  
(952) 544-8178  
Toll Free: (800) 819-2355  
E-mail: patrick@bellboycorp.com

### BreakThru Beverage Minnesota

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

### Crystal Springs Ice

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

### Dailey Data & Associates

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

### Delaney Consulting

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

### Deutsch Family Wine & Spirits

Contact: Lindsay Topp  
Phone: (952) 693-8832  
E-mail: Lindsay.Topp@deutschfamily.com  
Web: www.deutschfamily.com [1]

### Diageo

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

### Diageo Spirits and Wine

Contact: Paige Gibbons  
Cell: (214) 783-8583  
Fax: (612) 924-4810  
E-mail: paige.gibbons@diageo.com  
Web: www.diageo.com

### E-3 Lighting, LLC

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

### Electronic Game Solutions, Inc

Contact: Shelly Borowicz  
Address: 149 Weldon Parkway, Suite 105  
Maryland Heights, MO 63043  
(218) 790-2990  
Phone: (724) 202-6686  
Fax: sborowicz@egsol.com  
E-mail: www.egsol.com  
Web:

### 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  
(651) 482-1133  
Phone: (651) 482-9810  
Fax: mike\_bamonti@jtaylor.com  
E-mail: www.jtaylorco.com  
Web:

### 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: mjohnson@johnsonbrothers.com  
Web: www.johnsonbrothers.com

### Life Media, Inc.

Contact: Mike Juszczak  
Address: 2928 Dean Parkway, Suite 51  
Minneapolis, MN 55416  
(612) 920-5433  
Phone: (952) 881-7797  
E-mail: mike@lifemediainc.com  
Web: www.lifemediainc.com

### Mike's Hard Lemonade

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

### Palmbay International

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

### Paustis Wine Company

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

### Pernod Ricard USA

Contact: Jeff Jara  
Phone: (612) 860-5190 Mobile  
E-mail: jeff.jara@pernod-ricard-usa.com  
Web: www.pernod-ricard-usa.com

### Polar Beverage

Contact: Mike Wurst  
Phone: (612) 310-8109  
E-mail: mwurst@polarbev.com  
Web: www.polarbev.com

### Retail Information Technology

### Enterprises

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

### Third Street Brewery

Contact: Mike Feldhege  
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Cold Spring, MN 56320  
(320) 685-8686  
Phone: mfeldhege@thirdstreetbrewhouse.com  
E-mail: www.thirdstreetbrewhouse.com  
Web:

### U.S. Bank Government Banking

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

### Vinocopia

Contact: Marion Dauner  
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Minneapolis, MN 55423  
(612) 455-4000  
Phone: (612) 455-4001  
Fax: (612) 532-0406  
E-mail: marion@vinocopia.com  
Web: www.vinocopia.com

### WRS Imports

Contact: Reven Stephens  
Address: 3100 Pacific Street, North #12  
Minneapolis, MN 55411  
(612) 588-7076  
Phone: (612) 325-9938  
E-mail: reven@wrsimports.com  
Web: www.wrsimports.com

### Zabinski Business Services, Inc.

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

## Bronze Member

### Bernick's

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

### Dahlheimer Beverage

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

### Dakota Worldwide

Contact: 8200 So. Humbolt Ave., Suite 302  
Minneapolis, MN 55431  
Marcia Pfeifer  
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E-mail: www.dakotawww.com  
Web:

### Summit Brewing

Contact: Mark Slutrud  
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St. Paul, MN 55102  
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Phone: (651) 265-7801  
E-mail: mstrudrud@summitbrewing.com

### The Wine Company

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(651) 487-1212  
Phone: www.thewinecompany.net  
E-mail:

### Waterville Food & Ice

Contact: Bernie Akemann  
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Waterville, MN 56096  
(507) 362-8177  
Phone: (507) 362-4751  
E-mail: akemann@frontiernet.net

## Supporting Member

### AVIV 613 Vodka

Contact: Joe Snippes  
Address: 612-751-2322  
Phone: joe@avivvodka.com  
E-mail: www.avivvodka.com  
Web:

### Cannon River Winery

Contact: John Maloney  
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Cannon Falls, MN 55009  
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Phone: (507) 263-8400  
Fax: john@cannonriverwinery.com  
E-mail: www.cannonriverwinery.com  
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### Carlos Creek Winery

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(320) 846-5443  
Phone: (320) 846-7191  
E-mail: tami@carloscreekwinery.com  
Web: www.carloscreekwinery.com

### Chankaska Creek Ranch and Winery

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

### CNH Architects

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Apple Valley, MN 55124  
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### Edrington Americas

Contact: Todd Wooters  
Address: (651) 302-0438  
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E-mail: www.edrdington.com  
Web:

### Heartland Wine Sales of Minnesota

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

Contact: Todd Wooters  
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E-mail: www.edrdington.com  
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### Locher Brothers, Inc.

Contact: Tim "Jonesy" Hukriede  
Address: 18098 - 365th Avenue  
P.O. Box 35  
Green Isle, MN 55338  
(507) 326-5471  
Phone: (507) 326-5478  
E-mail: jonesy@lochbro.com

### Madison Bottling Co.

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

### Minnesota State Lottery

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

### Pro-Tec Design

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Minneapolis, MN 55446  
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Phone: (763) 553-0204  
E-mail: (612) 865-4580  
Web: kbeltz@pro-tecdesign.com  
www.pro-tecdesign.com

### Reco Store Equipment

Contact: Peter Gelhar  
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Hopkins, MN 55009  
(952) 935-4330 Ext. 21  
Phone: (952) 935-8875  
E-mail: pterg@recoverysys.com  
Web: www.recostoreequipment.com  
www.recoverysys.com

### Ringdahl Architects

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Alexandria, MN 56308  
(320) 763-9368  
Phone: www.ringdahlarhitects.com  
E-mail:

### Round Lake Vineyards & Winery

Contact: Jenny Ellenbecker  
Address: 30124 State Hwy 264  
Round Lake, MN 56167  
(507) 945-1100  
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E-mail: jenny@elcom.us  
Web: www.roundlakevineyards.com

### Scenic Sign Corporation

Contact: Daryl Kirt  
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Sauk Rapids, MN 56379  
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Phone: daryl@scenicssign.com  
E-mail: www.scenicssign.com  
Web:

### Sunny Hill Distributing

Contact: Mike Baron  
Address: East Highway 169  
P.O. Box 333  
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(218) 263-8886  
Phone: (218) 263-6111  
E-mail:

### Thorpe Distributing Company

Contact: Steve King  
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Rogers, MN 55374  
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Web: www.thorpedistributing.com

### Z Wines USA

Contact: Roy Goslin  
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Phone: roy@zwinesusa.com  
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(THOUSANDS OF NINE-LITER CASE DEPLETIONS)

Brand <sup>2</sup>	Company	2010	2015	AACGR <sup>3</sup>
The Kraken	Proximo Spirits	75	360	36.9%
RonDiaz	Prestige Wine & Spirits Group	179	292	10.3
DonQ	Serralles USA	190	260	6.5
Gosling's	Castle Brands	75	123	10.4
Flor de Caña	William Grant & Sons USA	80	110	6.6
Blackheart	Heaven Hill Brands	30	87	23.7
Blue Chair Bay	Fishbowl Spirits	-	75	+
Ron Barceló	Shaw-Ross International Importers	10	58	42.1
<b>Total Fastest-Growing Brands</b>		<b>639</b>	<b>1,365</b>	<b>14.8%</b>

<sup>1</sup> At least 5% average annual growth between 2010 and 2015 and positive growth required between 2014 and 2015

<sup>2</sup> Includes flavors. 2015 minimum = 50,000 cases

<sup>3</sup> Average annual compound growth rate

Source: IMPACT DATABANK

RONDIAZ® Rum is leading the rum category growth in 2016!

	Brand	\$ Sales	\$ Sales Growth	\$ Trend Percentage Chg	Category \$ Trend Percentage Chg	Category Wtd Distribution
52 Weeks	RONDIAZ® Rum	\$5,118,329	\$1,060,237	26.1	0.3	9.6
26 Weeks	RONDIAZ® Rum	\$2,648,653	\$645,959	32.3	0.3	9.4
13 Weeks	RONDIAZ® Rum	\$1,488,248	\$478,145	47.3	0.7	9.7

\*MULO ending 6/26/16

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92  
THE TASTING  
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ENJOY IN MODERATION • 2018 Prairie Organic Vodka - 40% alc./vol. (80 proof), Prairie Organic Gin - 40% alc./vol. (80 proof), Prairie Cucumber Flavored Organic Vodka - 35% alc./vol. (70 proof). Distilled in Benson, MN. Bottled by Ed Phillips & Sons, Princeton, MN, USA.