

THE
MUNICIPAL
LIQUOR STORE

Volume 75, Number 6, 2016/2017

OFFICIAL PUBLICATION OF THE
MINNESOTA MUNICIPAL BEVERAGE ASSOCIATION
www.municipalbev.com



Miltona Liquor: A Food Drive Inspiration

PRSR T STD
US POSTAGE
PAID
TWIN CITIES MN
PERMIT NO. 91770

CHANGE SERVICE REQUESTED

Municipal Liquor Store
Box 32966
Minneapolis MN 55432

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. Minnesota's 'Local' mixers for making great-tasting drinks. Available flavors:

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

NEW!



Kelly Koolers. Custom designed to meet your every requirement. Air-tight, durable construction + custom refrigeration. Quality guaranteed for peace of mind.



Ace Ice. Find us throughout the Twin Cities, including Lunds/Byerlys, Walgreens, Kowalski's and numerous liquor stores. 'Purefect' ice in 5lb and 18lb bags, made locally. Also available:

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

NEW!



Cleaning Systems. We're comprehensive: Our own *new* Shamrock Chemicals + 4 other chemical brands + ware washing equipment—the complete package for all your cleaning needs, including equipment design, installation, maintenance and repair.

Contact Steven Kelly
steven@shamrockgroup.net



Minnesota Independent Ice
Manufacturers Association



Minnesota Municipal Beverage
Association Member since 2002



shamrockgroup.net
800.862.9273 • 612.824.0745

Partner with us! We welcome new product distributors. Call Steven.

MUNICIPAL LIQUOR STORE

Volume 75, Number 6, 2016/2017

Official publication of the Minnesota Municipal Beverage Association. Published six times annually: September/October, November/December, January/February, March/April, May/June, July/August. For advertising and editorial inquiry contact Paul Kaspszak, Editor, Box 32966, Fridley, MN 55432. Phone 763-572-0222 or 866-938-3925. Advertising rates available upon request. Change of address: List both old and new address.

DIRECTORS

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

JOHN JACOBI
(Vice President)
Isanti Liquor
P.O.Box 428
Isanti, MN 55040
763-444-5063
jjacobi@cityofisanti.us

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

TOM AGNES
BC Liquor
5625A Xerxes Ave, North
Brooklyn Center, MN 55430
763-549-3710
tagnes@ecibrooklyn-center.mn.us

CHRIS ARNOLD
Bagley Liquor
P.O. Box 178
Bagley, MN 56621
218-694-2542
carnold@bagleymn.us

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



ON THE COVER

For Miltona Liquor manager Mark Larson, the annual MMBA / MillerCoors food drive proves its value year after year.

“My first year here as manager was the first year of [the drive],” Larson said. Ever since, Miltona’s food drive has surpassed most competitors; their least-successful year boasting third place within their division.

Vickie Bump, Outreach’s Single Issue Coordinator and secretary, says, “Without Miltona’s incoming funds and food, their food shelf would not be in this opportune position.

We probably wouldn’t have as much food to give out, and if I have to buy more, I have to get the money.”

See page 6 for more.

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



BILL LUDWIG
Paynesville Liquor
221 Washburne Avenue
Paynesville, MN 56326
320-250-3325
liquor@paynesvillemn.com



NANCY RAINES
Longville Lakes Bottle Shop
P.O. Box 217
Longville, MN 56655
218-363-3249
thebottleshop@arvig.net



NANETTE SERBUS
Olivia Liquor
802 East Lincoln Avenue
Olivia, MN 56277
320-523-2730
olivialiquor@olivia.mn.us



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



MMBA President's Message



GARY BUYSSE
President

Retail management requires an eclectic skill set.

During my career I have been a plumber, a refrigeration specialist, a janitor and an electrician; the building is still standing!

I've done computer tech support, repaired an ice machine, painted and installed carpet.

The duties I haven't mentioned are the tasks we do daily that are relative to our actual position; the retail stuff, if you will.

I've bartended, been a clerk, stocked, been a bouncer, stocked shelves; you get the point.

I'm currently preparing for possibly one of the most important rolls I've ever faced, the "new hat" that will affect my business to an arguably greater degree than any that I've previously attempted; I'm now a cheerleader!

After many years of successful legislative manipulation the big one slipped past us, Sunday sales will become a reality on July 2, 2017!

I guess we all knew that this might eventually happen, that the legislative mix would work against us; c'est la vie!

Now it's time to move on and accept what lies ahead, play the hand that we've been dealt.

You can be resentful, you can be angry, you can feel sorry for yourself, just don't do it publicly, in print, or in front of your staff.

Now is time the cheerleader to come out, the manager deep inside all of us who recognizes this recent change to our lives can be the bane of our existence or another opportunity for personal and business growth and change.

Talk to your staff if you haven't already done so, explain the particulars.

They'll want to know as much as you know when you know it.

They'll also want to know how you feel about the change.

If you're excited about the opportunity, tell them.

If you're not excited about the change, tell them that you're not certain this will benefit your location, however, you are a customer service driven store and many of your customers are looking forward to the opportunity to shop in your store on Sunday.

Our research has shown Sunday liquor impacts how we look at Saturday's business; lower customer counts later in the evening, transaction amounts will be smaller due to the lack of necessity to buy extra, etc.

You will find these changes will happen more quickly than you might expect, plan for them.

Familiarize yourself with the legislation, specifically as it applies to wholesaler presence in your stores on Sundays.

Their exclusion is meant to protect you from unfair advantages that might be provided to big box stores.

This places the onus on suppliers to provide you with tastings and other promotional opportunities.

I believe the business opportunities of this legislative change will be varied depending on location.

We need to be very aware that we are in a business selling a luxury, not a necessity, item.

Our markets are becoming saturated with competition.

Our consumers are increasingly savvy due to the internet.

We ultimately sell customer service and satisfaction.

Sunday sales are just the first major change we will face in this fluid market.

Get involved legislatively, the Pandora's Box isn't even open yet.

Take a minute to adjust to the change, leave it behind you and move on.

I guarantee this is the message being conveyed to all staff at the big box stores.

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

Miltona Liquor: A Food Drive Inspiration

By Amy Felegy

The crisp, jack-o-lantern-tinged air of October means one thing for the Minnesota Municipal Beverage Association: the annual Municipal Liquor Food Drive.

In partnership with MillerCoors, the month-long event is designed to help members “Promote the Community Value of their Municipal Liquor Operation.

Community-focused rivalry among municipalities allows citizens to support local food shelves by donating through their municipal liquor store.

For Miltona Liquor manager Mark Larson, the MMBA and MillerCoor’s food drive proves its value year after year.

With eight months until the event’s 10-year anniversary, Larson and his team have been involved since its beginnings,

“My first year here as manager was the first year of [the drive],” Larson said.

Ever since, Miltona’s food drive has surpassed most competitors; their least-successful year boasting third place within their division.

Miltona’s food drive is increasingly lucrative, outperforming their own yearly record by 113 pounds in 2015.

Traveling the state connecting with organizations such as Lions Clubs and fire departments extends the drive’s network.

Larson explains the involvement that pushes the drive’s triumph.

“I dedicate one month of my time to these outlying communities,” by driving to a new location about three times a week.

“It’s a lot of miles for one month,” Larson said. Other techniques such as local news ads are employed to ensure the food drive’s success, but the most effective has been increased exposure.

In a corner of their lounge, Larson and his team set up a booth for community members to drop off items and check the drive’s progress via weekly announcements,

“People are always eager to see how we’re doing,” Larson said.

In culmination of the drive, the Miltona Liquor Store posts thank-you notes received from food shelves to display their involvement’s impact.

The drive unites community members, municipal liquor stores, and food shelves across the state.

“Not only does our food shelf prosper; our community does,” Larson said.

Volunteers work with the Miltona Liquor Store to package and distribute donated items to local food shelves.

Douglas County Outreach Food Shelf, located in Alexandria, Minnesota, is one of Miltona’s main beneficiaries.

Vickie Bump, Outreach’s Single Issue Coordinator and secretary, explains how this event helps Minnesotans thrive.

Without Miltona’s incoming funds and food, their food shelf would not be in this opportune position.

“We probably wouldn’t have as much food to give out, and if I have to buy more, I have to get the money.

Nobody is paid here; it’s all volunteers.

We depend totally on the money that we get,” Bump said.

Fresh items are a rare and challenging commodity among food shelves, so Bump and her organization must purchase products like meat and dairy at local grocery markets.

Both Bump and Larson agree there is one food that reigns among food donations: potatoes.

Last year alone, Larson collaborated with a couple who delivered and distributed 7,000 pounds of potatoes, increasing Miltona’s odds of triumph in the drive’s competition.

“They’re always prepared... Him and his wife really believe firmly in it,” Larson said.

Annual potato donation at the Miltona Liquor Store proves to be a four-way asset, benefiting the food shelf, farmers, store, and community members alike.

“The potatoes pretty much last us all season, so I don’t have to buy potatoes.

That is a big savings. .. We are very, very fortunate,” Bump said.

Although several months remain until the next Municipal Liquor Food Drive, Larson and the Miltona Liquor Store team do not plan to give up anytime soon.

With over 80 tons of food donated to date, both the store and surrounding community are prepared to exceed last year’s total of 47 thousand pounds.

With ongoing community support, the Municipal Liquor Food Drive will continue once again in October 2017, empowering the Miltona Liquor Store to be an inspiration for municipalities across the state.

**THE BRANDS YOU NEED
THE EXPERTISE YOU WANT
WE ARE BREAKTHRU**



FOLLOW US    @BreakthruBevMN

2017 MMBA Annual Conference



The 2017 MMBA Annual Conference will be held on Sunday, April 30 – Tuesday, May 2, at Arrowwood Resort, in Alexandria, Minnesota. There will also be pre-conference activities on Saturday, April 29.

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

You Can Hire an Employee, But You Can't Hire a Manager

There are manager responsibilities and there are staff responsibilities. Unfortunately, there are too many managers who find themselves unable to separate the two and are spending too much time as a staff person or worse yet, a salesperson.

We will look at the responsibilities a manager should take on, those that should be passed to subordinates, and how managers can segment their management responsibilities into untroublesome tasks.

Your Customer Doesn't Live Here Anymore

This seminar presents solid, tried and proven ideas businesses can examine and utilize as they develop that "always do business here first!" feeling with their customer.

- * Identify what type of business you should be
- * Recognize the five types of customers and knowing which type you want
- * Develop the customer service techniques customers crave
- * Provide the five qualities every customer wants
- * Fulfill the customer's equation for value
- * Determine the proper strategy for your business

Millennials: How to Work with Them and Keep Them as Customers

Many have had the following experience:

In the last week, my millennial employees have completely blown my mind in the things they have done around here. The way they act and treat other people is mind blowing. Absolutely no respect for others. My parents would have smacked me. They are so easily offended by EVERYTHING and they think everyone is rude to them.

Bob Filipczak, co-author of *Generations at Work: Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace* will present a field guide for mentoring Millennials and many more valuable tools for turning today's multigenerational workforce into an organizational asset.

Some may think some sort of discounting and instituting a casual dress-code constitutes as ‘creativity.’

Think again.

Bobby Garnder of the Brave New Workshop will lead you through a five step process that will help you think differently about your business and yourself.

Achieving Digital Excellence

Some members are actively and successfully engaged in on-line, digital activities (Facebook, Twitter etc.) Some members are not engaged at all. Others are somewhere in-between.

This seminar, presented by Diageo, is designed for all knowledge levels.

At the start of the session, attendees will complete a short, simple “Digital Readiness Survey.” Based on the results, they will then move to small groups for discussions based on their knowledge and experience level.

Tools for Becoming a Successful Change Leader

Change is happening all around us.

Every day, new initiatives and projects are launched to improve performance, increase profits, and enhance competitive advantage.

The reality is that failing to plan for change can be the kiss of death

In this interactive session, presented by Maple Lake Mayor and Certified Change Management Professional Lynn Kissock, you will receive tools for facilitating change and learn how to apply them in your operation.

Microsoft Office Training

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.

Part of the session will focus on creating signs, newsletters, flyers and more on Word and Publisher.

There will also be information on creating charts and graphs in Excel.

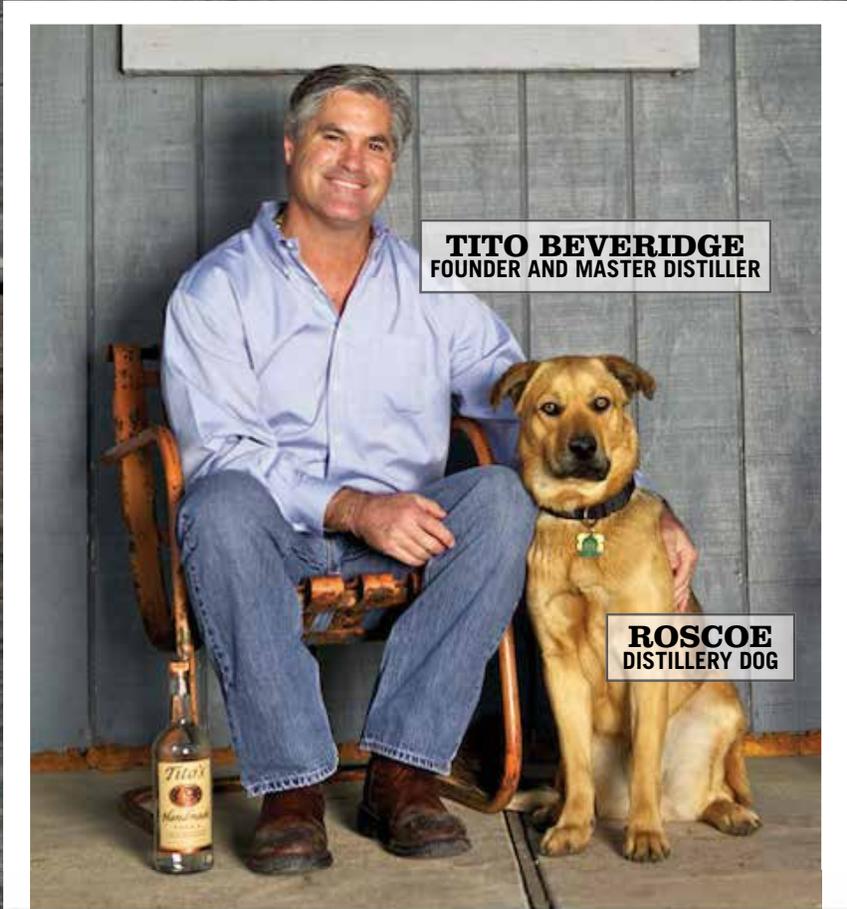
Finally, attendees will explore Power Point.

Succeeding in the 2017 Competitive Environment

This is the place for interactive discussion on industry trends, operational best practices and more!

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.

Try my **Handmade**
★ AMERICAN VODKA ★



TITO BEVERIDGE
 FOUNDER AND MASTER DISTILLER

ROSCOE
 DISTILLERY DOG



Wine Enthusiast RATINGS -
 SCORE OUT OF 100 POINTS

TITO'S® HANDMADE VODKA USA	95 PTS
Ketel One® HOLLAND	89 PTS
Grey Goose® FRANCE	84 PTS
Belvedere® POLAND	84 PTS
Absolut® SWEDEN	84 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 GLUTEN-FREE

★ **TitosVodka.com** ★
 Handcrafted to be savored responsibly.



DISTILLED & BOTTLED BY FIFTH GENERATION, INC., 40% ALC./VOL. ©2012 TITO'S HANDMADE VODKA.

2017 MMBA Conference Schedule of Events

(Subject to Change)

Saturday, April 29

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

11:45 PM– 12:45 PM = Beer Tasting Lunch Hosted by Anheuser Busch

1:00 PM – 2:30 PM = Succeeding in the 2017 Competitive Environment

3:00 PM – 5:00 PM = Microsoft Office Training

by Linda Muchow, Alexandria Technical and Community College

6:00 PM – 7:00 PM = Cocktail Hour featuring Jim Beam Classic Cocktails

7:00 PM – 8:30 PM = Paustis Wine Company Gourmet Wine Dinner

Sunday, April 30

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

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

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

1:15 PM – 2:15 PM = Millennials: How to Work with Them & Keep Them as
Customers, by Author Bob Filipczak

2:30 PM – 3:45 PM = You Can Hire an Employee, But You Can't Hire a Manager
By Tom Shay, Profits Plus Solutions

4:00 PM – 5:30 PM = Achieving Digital Excellence - Diageo

6:30 PM – 7:30 PM = Cocktails

7:30 PM – 9:00 PM = Trinchero Around the World Buffet Wine Pairing Dinner

9:00 PM – 11:30 PM = Casino Night hosted by Pabst

Monday, May, 1

7:00 AM – 8:15 AM = Breakfast

8:30 AM – 9:45 AM = Your Customer Doesn't Live Here Anymore
By Tom Shay, Profits Plus Solutions

10:00 AM – Noon = Becoming a Successful Change Leader
By Maple Lake Mayor Lynn Kissock
Training and Change Management Consultant

Noon – 1:00 PM = Schell's Beer & Sliders Lunch

1:15 PM – 2:45 PM = Improving Creativity by Brave New Workshop

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

6:00 PM – 7:00 PM = Cocktails

7:00 PM – 8:30 PM = Ste. Michelle Wine Estates 50th Anniversary Celebration

8:30 PM – 9:30 PM = Awards

Tuesday, May, 2

7:00 AM – 8:30 AM = Breakfast

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

11:00 AM = Home

Welcome to the 2017 MMBA Conference

MMBA and our members are not nationally recognized and respected.

The great majority of members run effective and profitable businesses which benefit their communities.

For those facing challenges, MMBA is committed to helping them succeed.

The association is currently strong and financially stable.

However, in a November, 2016 MMBA newsletter, I wrote:

Staff and directors have begun a process to determine what the association will look like in 3 years, 5 years, 10 years.

How will we position ourselves for continued success.

To start after much discussion, it was decided MMBA will remain a "service" based organization, with a mission to help our membership succeed in whatever shape or form that's needed.

We will continue to respond and adapt to situations as they develop.

But we will also anticipate and prepare for circumstances yet to fully emerge.

Futhermore, in the recent *Municipal Liquor Store Magazine*, MMBA president Gary Buysse wrote

Our industry is facing many challenges, competitive legislative and operational.

At times it seems the liquor market as we once knew it is changing irrevocably due to the inclusion of new distributors, new competition and pressure from consumers.

In an attempt to provide increased educational options for their members, the Minnesota Licensed Beverage Association (MLBA) has decided not to have their annual spring conference.

Consequently the MMBA board of directors has decided to actively encourage non-municipal liquor operations to attend our annual conference.

Recognizing MMBA's reputation for strong instructive programming, participating in the MMBA annual conference is a viable alternative for

MLBA members and has the full support of their board of directors.

MLBA members have always been welcome at our events and several have attended over the years.

The difference is now their members will be actively invited to attend.

MLBA will continue to host their annual Midwest Expo event in the fall.

MMBA members will continue to receive invitations to that event.

The viability of this issue was explored through numerous discussions with MMBA members from around the state.

In the end there was universal agreement to move forward.

This is an exciting and transformational opportunity full of long-term potential and benefits to MMBA members.

As always, contact us if you have any questions.

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
(763) 253-0481**



MN Municipal Beverage Association Annual Conference
MMBA Proudly Invites MLBA Members
Sun. April 30 – May 2, 2017 (w/ Special Sat. April 29 Pre-Conf. Events)
Arrowwood Resort – Alexandria, Minnesota



Please Complete and Send to MMBA

Business Name _____

Mr./Mrs./Ms. _____

Street _____

City _____ St _____ Zip _____

Day Phone (_____) _____

E-Mail _____

Arrive/Depart Dates: ____/____ to ____/____

Number of Nights _____

Special Requests: (i.e. Room access, dietary, etc.)

Explain: _____

ROOMMATES (Not including your spouse): 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/faxed together.)

MAKE CHECK PAYABLE, AND SEND TO:

Minnesota Municipal Beverage Association
 PO Box 32966
 Minneapolis, MN 55432
 763-780-0424 (fax)

PAY BY CC, (Visa, MC, Discover or Am Express)

Card No. _____

Name on Card _____

Exp Date _____ CVV _____

Signature _____

Choose These Package Options (Best Deal):

4-DAY Package (Saturday - Tuesday) (3 Nights Lodging, all meals)

- \$655 (\$780 Non MMBA or MLBA Member)
Single Occupancy
- \$495 (\$680 Non MMBA or MLBA Member)
Double Occ/per person

3-DAY Package (Sunday - Tuesday) (2 Nights Lodging, all meals)

- \$460 (\$660 Non MMBA or MLBA Member)
Single Occ
- \$360 (\$560 Non MMBA or MLBA Member)
Double Occ/per person

- \$50 **Early Bird Discount** (Register before April 17th)

Packages Include: Conference Registration, standard room, all meals and events, non-motorized recreation, tax and svc charge.

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

Or Choose from These "A La Carte" Options:

CONFERENCE REGISTRATION (REQUIRED):

_____ \$100 Member & \$300 Non-MMBA / MLBA Member
(per person)

STANDARD ROOM (\$120 per night)

(Cost is per room not per person)

- _____ Saturday Night Lodging
- _____ Sunday Night Lodging
- _____ Monday Night Lodging

MEALS:

- _____ Saturday Anheuser-Busch Beer Pairing Lunch (\$20.00)
- _____ Saturday Paustis Wine Gourmet Dinner (\$55.00)
- _____ Sunday Brunch & Vendor Showcase (\$20.00)
- _____ Sunday Trincherro Wine Pairing Dinner (\$40.00)
- _____ Monday Breakfast (\$18.00)
- _____ Monday Shell's Beer & Sliders Lunch (\$20.00)
- _____ Monday Ste Michelle 50th Anniv. Dinner (\$40.00)
- _____ Tuesday Breakfast (\$18.00)

TOTAL ENCLOSED: \$ _____

Minnesota Alcohol Players

Smart and balanced regulations provide the opportunity for all of these businesses to succeed.

In no specific order:

Municipal On Sale
 Municipal Off Sale
 Private On Sale
 Private Off Sale
 Grocery Stores
 Convenience Stores
 Private Restaurant
 Municipal Restaurant
 Private Golf Course
 Municipal Golf Course
 Veterans Clubs
 Stadiums
 Large Brewers
 Small Brewers
 Home Brewers
 Home Wine Makers
 Home Distillers
 Large Wineries
 Small Wineries
 Farm Wineries
 Large Wine & Spirit Wholesalers
 Small Wine & Spirit Wholesalers
 Small Wine Wholesalers
 Beer Wholesalers
 Artisan Distillers
 Caterers
 Brew Pubs
 Cooking Schools
 Art / Community / Cultural Centers

We've got you covered.

Mid Central Ice
Perham



Lakeshore Ice Duluth area

Precise Ice
St. Cloud



Crystal Springs Ice Pine City



Ace Ice Minneapolis

Waterville Ice
Waterville



MIIMA
 minnesota independent ice manufacturers
 a s s o c i a t i o n
 m i m a - i c e . o r g

Platinum Member

Anheuser-Busch, Inc.

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

Beam Suntory

Contact: Justin Ashton
Phone: (952) 830-1131
E-mail: justin.ashton@beamsuntory.com

MillerCoors Brewing Company

Contact: Jon Chance
Phone: (612) 718-6862
E-mail: jon.chance@millercoops.com

Shamrock Group

Contact: Steve Kelly
Phone: (612) 824-9600
E-mail: steven@shamrockgroup.net

National Alcohol Beverage Control Association

Contact: Jim Sgueo
Phone: 703-578-4200
E-mail: jim.sgueo@nabca.org

Ste. Michelle Wine Estates

Contact: Randy Dobratz
Phone: (952) 250-9837
E-mail: randy.dobratz@smwe.com

Sutter Home Winery

Contact: Bryan Pearson
Phone: (763) 443-9664
E-mail: bpearson@tfewines.com

Gold Member

Arctic Glacier Ice

Contact: Jon Stelley
Phone: (651) 455-0410 ext. 213
E-mail: jstelley@arcticglacierinc.com

Crow River Winery

Contact: Chelsey Schrupp and
 Janessa Markgraf
Phone: 320-587-2922
E-mail: crowriverwinery.com

Midwest Hospitality Solutions

Contact: Dave Putz
Toll Free: (866) 904-6527
E-mail: www.midwest
 hospitalitysolutions.net

Phillips Distilling Company

Contact: Steve Vogl
Phone: (320) 291-1280
E-mail: svogl@phillipswineandspirits.com



CIDER LIKE THEY USED TO BUILD

BUILT FROM APPLES • BUILT TO REFRESH



MADE STRONG

License Requirements for Retailers

2

Sales of cigarettes and tobacco products in Minnesota

Cigarette and Tobacco Products Taxes Fact Sheet 2

Fact Sheet

Businesses that make retail sales of cigarettes and tobacco products to the public in Minnesota are required to have a special retailer's license. This fact sheet summarizes the requirements for obtaining a retailer's license and the responsibilities of a license holder.

Retail licensing requirements

Retail sellers of cigarettes and tobacco products in Minnesota must have a Minnesota Cigarette and Tobacco Product Retailer's license prior to purchasing or selling cigarettes or tobacco products.

A separate license is required for each location or vending machine from which cigarettes or tobacco products are sold at retail.

Licenses are issued and administered by the city, county or town in which the business is located.

Responsibilities of license holders

License display. You must conspicuously display your license at each retail location so that it is visible to the public, according to your licensing authority's rule.

Records. You must keep complete legible records — including invoices of all your cigarette and tobacco product purchases — at each licensed location or at a central location for at least one year after the date of purchase. All invoices must be made available to Department of Revenue staff or law enforcement officers within one hour of request. Failure to produce records may result in your product being seized as contraband.

Purchases. You must purchase your inventory of cigarettes and other tobacco products from a licensed Minnesota cigarette and/or tobacco distributor or subjobber. If you make purchases of cigarettes or tobacco products from other sources, you are subject to civil and criminal penalties, and possible seizure of your cigarettes and tobacco products.

Sales. You must only sell Minnesota-stamped cigarettes or tobacco products on which Minnesota tax has been paid.

You are not allowed to sell cigarettes below cost, as determined by the Department of Commerce under the Minnesota Unfair Cigarette Sales Act (UCSA). In addition, it is illegal for you to sell cigarettes or tobacco products on which Minnesota tax has not been paid (e.g., items you purchased over the Internet, through

mail order or brought in from another state). If you possess or make illegal sales of cigarettes or tobacco products, you are subject to civil and criminal penalties, and possible seizure of your cigarettes and tobacco products.

Inspections. You must allow Department of Revenue staff — without a search warrant — to enter your place of business and inspect the premises, the records you are required to keep, and the packages of cigarettes, tobacco products, and vending devices on the premises.

Definitions

Cigarette. Any roll for smoking made wholly or in part of tobacco that weighs 4.5 pounds or less per thousand:

(1) the wrapper or cover of which is made of paper or another substance or material except tobacco; or

(2) wrapped in any substance containing tobacco, however labeled or named, which, because of its appearance, size, the type of tobacco used in the filler, or its packaging, pricing, marketing, or labeling, is likely to be offered to or purchased by consumers as a cigarette, as defined in clause (1), unless it is wrapped in whole tobacco leaf and does not have a cellulose acetate or other cigarette-like filter.

Invoices. A detailed list of cigarettes and tobacco products purchased or sold in Minnesota. Each invoice must contain the following items:

- name of the seller
- name of the purchaser
- date of sale
- invoice number
- an itemized list of goods sold including the cigarette brand, number of cartons of each brand, unit price, and identification of tobacco products by name, quantity, and unit price
- any rebates, discounts, or other reductions

Minnesota Unfair Cigarette Sales Act (UCSA). In Minnesota the practice of selling cigarettes at below wholesale or retail cost is an unfair and deceptive business practice and an unfair method of competition. UCSA is law enacted to protect the public by prohibiting sales of cigarettes at below wholesale or retail cost.

Retailer. Any person who is engaged in Minnesota in the business of selling or offering to sell cigarettes and other tobacco products to consumers.

Continued

Tobacco products. Any product containing, made or derived from tobacco that is intended for human consumption, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed or ingested by any other means. Tobacco products include cigars, cheroots, stogies, periques, granulated, plug cut, crimp cut, ready rubbed, and other smoking tobacco; snuff; snuff flour; cavendish; plug and twist tobacco; fine-cut and other chewing tobacco; shorts; refuse scraps, clippings, cuttings and sweepings of tobacco; e-cigarettes, e-juice, etc.

The definition excludes any tobacco product that has been approved by the United States Food and Drug Administration and is being marketed and sold exclusively as a tobacco cessation or tobacco dependence product, or for any other medical purpose.

Penalties

Criminal penalties are in addition to any civil penalties that may apply.

Unstamped cigarettes or untaxed tobacco products. It is illegal for any person, other than a licensed distributor or a consumer, to possess, receive, or transport unstamped cigarettes or untaxed tobacco products. It is presumed that any individual possessing more than 4,999 unstamped cigarettes or more than \$350 worth of untaxed tobacco products is not a consumer.

If you, directly or indirectly, purchase for resale cigarettes without the proper stamp affixed, your sales and use tax permit may be revoked.

Sales of cigarette packages with Indian stamp. If you are not located on an Indian reservation, it is illegal for you to sell or offer to sell cigarette packages with Indian stamps.

Sales after license revocation. If you sell cigarettes or tobacco products after your license has been revoked, you are guilty of a felony.

Purchases from unlicensed sellers. It is illegal for you to purchase cigarettes or tobacco products from any person who is not a Minnesota licensed distributor or subjobber.

If you purchase for resale from an unlicensed seller more than 20,000 cigarettes or \$500 or more worth of tobacco products, your sales and use tax permit may be revoked.

Anonymous tip line

To report suspected Cigarette or Tobacco Tax violations:

Email: tax.fraud@state.mn.us
 Phone: 651-297-5195 or 1-800-657-3500
 Fax: 651-556-3105

Criminal penalties	
	Penalty
Unstamped cigarettes	
To possess, receive or transport:	
• fewer than 5,000	Misdemeanor
• 5,000 or more, but fewer than 20,001	Gross misdemeanor
• more than 20,000	Felony
Untaxed tobacco products	
To possess, receive or transport:	
• up to \$350 worth	Misdemeanor
• more than \$350, but less than \$1,400	Gross misdemeanor
• \$1,400 or more	Felony
Cigarettes with Indian stamp	
To sell or offer to sell:	
• more than 200, but fewer than 5,000	Misdemeanor
• 5,000 or more, but fewer than 20,001	Gross misdemeanor
• more than 20,000	Felony
Cigarette purchases from an unlicensed seller	
To purchase from an unlicensed seller:	
• fewer than 5,000	Misdemeanor
• 5,000 or more, but fewer than 20,001	Gross misdemeanor
• more than 20,000	Felony
Tobacco products purchases from an unlicensed seller	
To purchase from an unlicensed seller:	
• up to \$350 worth	Misdemeanor
• more than \$350, but less than \$1,400	Gross misdemeanor
• \$1,400 or more	Felony
Sales after license revocation	
To sell cigarettes or tobacco products after your license has been revoked	
	Felony
<i>Any other violation of state law, unless otherwise specified, is a misdemeanor. Criminal penalties are in addition to any civil penalties that may be imposed.</i>	

MMBA Commercial Members Are Available to You! Contact Them!

Silver Plus

August Schells Brewing Company

Contact: Jeff Pohl (Pohlcat),
Cell: (612) 759-0368
E-mail: jpohl@schellsbrewery.com

Arvig

Contact: Charly Baune
Phone: (218) 346-8890
E-mail: charly.baune@arvig.com

ATM Source

Contact: Chad Woolson
Phone: (866) 504-5800
E-mail: chad@asiatm.net

Bacardi USA

Contact: Greg Aamodt
Phone: (952) 484-8860
E-mail: gfaamodt@bacardi.com

Brown-Forman

Contact: Aaron Vreeland
Phone: (320) 290-2766
E-mail: avreeland@thehiveinc.com

Catalyst North America

Contact: Glenn Drover
Phone: (815) 230-9303
E-mail: GlennDrovercatalystdirect.com

Dahlheimer Beverage

Contact: Nick Dahlheimer
Phone: (763) 295-3347
E-mail: nick@dahlh.com

Bellboy Corporation

Contact: Pat Bushard
Phone: (952) 544-8178
E-mail: patrick@bellboycorp.com

BreakThru Beverage Minnesota

Contact: Brad Redenius
Phone: (651) 646-7821
E-mail: Bredenius@breakthrubev.com

Crystal Springs Ice

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

Dailey Data & Associates

Contact: Mary Dailey
Mobile: (612) 275-9900
Web: <http://daileydata.com/>

Delaney Consulting

Contact: Flora Delaney
Phone: (612) 730-7941
E-mail: flora.@floradelaney.com
Contact: Jim Langemo
Phone: (612) 423-5132

Deutsch Family Wine & Spirits

Contact: Lindsay Topp
Phone: (952) 693-8632
E-mail: Lindsay.Topp@deutschfamily.com

Diageo Guinness USA

Contact: TJ Shindeldecker
Phone: (574) 514-5188
E-mail: tjshindeldecker@diageo.com

Diageo Spirits and Wine

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

Electronic Game Solutions, Inc

Contact: Shelly Borowicz
Phone: (218) 790-2990
E-mail: sborowicz@egsol.com

Illinois Casualty Company

Contact: Howard Beck
Phone: (309) 781-4776
E-mail: HowardB@ilcasco.com

Jackson Family Fine Wines

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

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

Contact: Chris Morton
Phone: (651) 482-1133
E-mail: christopher_morton@jytaylor.com

Johnson Brothers Liquor Company

Contact: Michael Johnson
Phone: (651) 649-5800
E-mail: mjohanson@johnsonbrothers.com

KLB Insurance Agency

Contact: Kim Brown
Phone: (651) 730-9803
E-mail: kim@klins.com

Life Media, Inc.

Contact: Mike Juszcak
Phone: (612) 920-5433
E-mail: mike@lifemediainc.com

Mike's Hard Lemonade

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

Palm Bay International

Contact: Dominic M. Giuliani
Phone: (763) 607-2556
E-mail: dgiuliani@palmbay.com

Paustis Wine Company

Contact: Scott Lindman
Phone: (218) 760-8199
E-mail: SLindman@paustiswine.com

Pabst Brewing Company

Contact: Alex Merrick,
Phone: (651) 303-3072
E-mail: amerrick@pabst.com

Pernod Ricard USA

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

Pro-Tec Design

Contact: Tim Ferrian
Phone: (763) 231-6855
E-mail: tferrian@pro-tecdesign.com

Polar Beverage

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

Retail Information Technology Enterprises

Contact: Rick Feuling
Phone: (320) 230-2282
E-mail: rick@rite.us

Stan Morgan & Associates

Contact: Skip Troyak
Phone: (952) 474-5451
E-mail: sales@stanmorganasso.com

Third Street Brewhouse

Contact: Mike Feldhege
Phone: (320) 685-8686
E-mail: mfeldhege@thirdstreetbrewhouse.com

U.S. Bank Government Banking

Contact: Jennifer Vucinovich
Phone: (651) 466-8750
E-mail: jennifer.vucinovich@usbank.com

Vinocopia

Contact: Marion Dauner
Phone: (612) 455-4000
E-mail: marion@vinocopia.com

WRS Imports

Contact: Reven Stephens
Phone: (612) 588-7076
E-mail: reven@wrsimports.com

Zabinski Business Services, Inc.

Contact: Paul D. Zabinski
Phone: (320) 286-1494
E-mail: zbsonsite@yahoo.com

Bronze Member

Bernick's

Contact: Gary Barby
Phone: (320) 252-6441
E-mail: gbarby@bernicks.com

Summit Brewing

Contact: Mark Stutrud
Phone: (651) 265-7800
E-mail: mstutrud@summitbrewing.com

The Wine Company

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

Waterville Food & Ice

Contact: Bernie Akemann
Phone: (507) 362-8177

Supporting Member

AVIV 613 Vodka

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

C. Mondavi and Family

Contact: David Buchanan
Phone: (815) 762-0643
E-mail: dbuchanan@cmondavi.com

C & L Distributing

Contact: Joe Dick
Phone: (320) 235-7375
E-mail: jdick@budtime.com

Cannon River Winery

Contact: John Maloney
Phone: (507) 263-7400
E-mail: john@cannonriverwinery.com

Carlos Creek Winery

Contact: Tamara Bredeson
Phone: (320) 846-5443
E-mail: tami@carloscreekwinery.com

Chankaska Creek Ranch and Winery

Contact: Jane Schwickert
Phone: (507) 931-0089
E-mail: janes@chankaskawines.com

Chopin

Contact: Jeff Dechiro
Phone: (303) 799-4016
E-mail: jdechiro@chipinvodka.com

CNH Architects

Contact: Wayne Hilbert
Phone: (952) 431-4433
E-mail: whilbert@cnharch.com

Delicato Family Vineyards

Contact: Kimberly VanHeusden
Phone: (612) 200-7952
Web: kimberly.vanheusden@dfywines.com

Edrington Americas

Contact: Todd Wooters.
Phone: (651) 302-0438
E-Mail: Toddwooters@edrrington.com

Heartland Wine Sales of Minnesota

Contact: Steve Holman
Phone: (320) 250-6888
E-mail: steve@heartlandwinesales.com

Edrington Americas

Contact: Todd Wooters.
Phone: (651) 302-0438
E-Mail: Toddwooters@edrrington.com

Francis Ford Coppola Winery

Contact: Lindsay Pierce
Phone: (312) 282-5003
E-mail: lindsay.pierce@ffcpresents.com

Heaven Hill

Contact: Scott Bjerva
Phone: (612) 839-6332
E-mail: sbjerva@heavenhill.com

Locher Brothers, Inc.

Contact: Tim "Jonesy" Hukriede
Phone: (507) 326-5471
E-mail: jonesy@locherbros.com

Luxco

Contact: Erik Hage
Phone: (852) 270-7051
E-mail: e.hage@luxco.co

Madison Bottling Co.

Contact: Dave Bergerson
Phone: (320) 598-7573
E-mail: dbergerson@madisonbottling.com

Minnesota State Lottery

Contact: Amy Jaeger
Phone: (651) 635-8233
E-mail: amyj@mnlottery.com

Molecule Marketing

Contact: Molly Nicholson
Phone: (612) 242-1887
E-mail: molly@molecule.marketing

Monetto USA

Contact: Matt Marani
Phone: (708) 528-1361

mPower Beverage Software

Contact: Kris Perez
Phone: (877) 396-0141
E-mail: kperez@mpowerbeverage.com

Paulet Slater Insurance

Contact: Jeff Stanley
Phone: (65) 644-0311
E-mail: jstanley@pauletslater.com

Pro-Tec Design

Contact: Kathleen Beltz
Phone: (763) 233-7422
E-mail: kbeltz@pro-tecdesign.com

Ringdahl Architects

Contact: Dustin Tomoson
Phone: (320) 763-9368

Round Lake Vineyards & Winery

Contact: Jenny Ellenbecker
Phone: (507) 945--1100
E-mail: jenny@ellcom.us

Russian Standard

Contact: Jessica Reuwer
E-mail: Jessica.reuwer@roust.com

Scenic Sign Corporation

Contact: Daryl Kirt
Phone: (612) 239-6624
E-mail: daryl@scenicssign.com

Sunny Hill Distributing

Contact: Mike Baron
Phone: (218) 263-6886

Thorpe Distributing Company

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

Treasury Wine Estate

Contact: Mike Elling
Phone: (612) 9792
E-mail: Mike.Elling@twelocal.com

Z Wines USA

Contact: Roy Goslin
Phone: (763) 745-0620
E-mail: roy@zwinesusa.com

EVERYONE NEEDS A SWEET...

RIDE

VISIT OUR FACEBOOK
PAGE & ENTER TO WIN
YOUR OWN CUSTOM
KINKY® BEACH CRUISER
facebook.com/kinkybeverages



NEW

- **NEW VIBRANT** packaging creates increased consumer appetite and impulse sales!
- In addition to bringing back our delicious and successful **SUMMER** seasonal, we are introducing a soon to be consumer favorite, **SUNSHINE!**
- **SUNSHINE**, like the rest of our FMBs, include both a proven category flavor, lemonade, as well as another hot flavor, **Mandarin Orange**.
- We are supporting the **KINKY Cocktails®** introduction with a consumer sweepstakes to win a custom **KINKY® Beach Cruiser**. Case cards and mail-in rebates are available to merchandise and communicate the program to your consumer.

Available locally through Johnson Wine & Spirits Division: 1-800-723-2424 or 651-649-5860.

MADE WITH RESPECT
 FROM SEED
 TO GLASS

PRAIRIE
 — ORGANIC —
 SPIRITS

PRAIRIE VODKA

TWO-TIME
 WINNER

DOUBLE GOLD
 San Francisco
 World Spirits Competition

FOOD & WINE
 BEST NEW VODKA

WINE ENTHUSIAST
 MAGAZINE

92
 BUYING GUIDE
 RATING

PRAIRIE GIN

WINNER

GOLD
 2018 San Francisco
 World Spirits Competition

GOLD
 2013 SIP Awards

92
 THE TASTING
 PANEL MAGAZINE

PRAIRIE CUCUMBER

PLATINUM
 2013 SIP Awards



• BORN IN MINNESOTA •
 RAISED IN GOOD SPIRITS

prairieorganicspirits.com

ENJOY IN MODERATION • 2016 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.