

THE MUNICIPAL LIQUOR STORE

Volume 76, Number 3, 2017

OFFICIAL PUBLICATION OF THE
MINNESOTA MUNICIPAL BEVERAGE ASSOCIATION

www.municipalbev.com



Alcohol Laws Have Changed Over the Past 20 Years

PRSR1 STD
US POSTAGE
PAID
TWIN CITIES MN
PERMIT NO. 91770

CHANGE SERVICE REQUESTED

Municipal Liquor Store
Box 32966
Minneapolis MN 55432

NEW

14 HANDS
WINERY

**RUN
WILD**

MINNESOTA!

.....
**SLIGHTLY SWEET,
JUICY RED BLEND**

PLEASE DRINK RESPONSIBLY 1901882



MUNICIPAL LIQUOR STORE

Volume 76, Number 3, 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.

ON THE COVER

Large retail chains, small brewers, and others interested in deregulating the liquor industry often claim liquor regulations have remained unchanged since prohibition was repealed.

Nothing could be further from the truth.

Although the need to regulate this potentially dangerous product has certainly not changed, the manner in which we regulate it has been substantially modified in the last twenty years.

See page 6 for a memorandum summarizing some of those changes.

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



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



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



JOE AUDETTE
Riverbend Liquor
575- 2nd Ave.
Windom, MN 56101
507-831-6132
jaudette@windomnet.com



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



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



SARAH OLSEN
Mapleton Liquor
P.O. Box 366
Mapleton, MN 56065
507-524-3492
cityofmapleton@hickorytech.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
bvisnovcec@ci.lakevillemn.gov



MICHAEL DeBONIS
The Green Door
PO Box 446
Beaver Bay, MN 55601
218-226-3437
michael.debonis@cityofbeaverbay.com



MMBA President's Message



GARY BUYSSE
President

I spent a few days in Canada over the Memorial Day Weekend searching for muskies with my son Ethan and his friend Bethany.

I would heartily recommend a wilderness trip to anyone who wants to get away from most of the things giving you stress.

It was an extremely relaxing experience; no cell service, no data, no traffic noise, etc.

Our cabin was one of two on Katimiagamak Lake in Ontario.

All of our electricity came from the sun and was sufficient to power the refrigerator and the lights at night, so we were never disturbed by any electronic interference - only the songs of the loons.

I also learned a small amount of humility can be found in an outhouse.

We were also blessed with many smallmouth bass and muskies.

On our return trip to Minnesota, a five hour journey as a Camry flies, we listened to a podcast about an adventurer and physicians assistant named Jeff B Evans.

Jeff started out an average guy in Roanoke Virginia and moved to Boulder Colorado to pursue a degree in cultural anthropology.

It's there he discovered his love for rock climbing, a hobby that would quickly develop into a lifestyle. Jeff's accomplishments include 5

seasons guiding commercial clients in the Denali Range in Alaska and leading his friend Erik, who is blind, to the summit of Mt. Everest.

Jeff is also Chief Medic on the highest helicopter based search and rescue team to operate on Everest and was medical lead of a trauma team that served on the front lines of Mosul, Iraq during its liberation from ISIS.

Erik and Jeff have also developed a therapeutic climbing program for returning veterans called "No Barriers Warriors" that has aided thousands of returning veterans in their search for camaraderie and purpose.

Jeff Evans has spent his life assisting others.

He's an adrenaline junkie, in my opinion, who has channeled his love of excitement and self discovery into assisting others.

He has selflessly risked his life on some of the highest peaks on earth, pushing the limits of human and technological capability.

In one instance he and his crew put themselves in great peril to

rescue a "tourist" on Everest who informed them on their arrival at base camp he needed to come down the mountain because he was cold!

Ordinary people can accomplish extraordinary things!

As managers, our leadership can have a profound effect on our customers, our staff members and our residents.

Some of the challenges we face daily can seem insurmountable.

But, challenge and change seem less daunting if we make them a regular part of our routine.

You can change someone's life with a kind word, a little direction or an opportunity.

The challenges most of us face daily pale in comparison to the people we encounter.

Take the time to hear their stories, take a leap to try something new, to assist someone in need.

It will change your life as well!

2018 MMBA
Annual Conference

*
April 28 - May 1

*
Arrowwood Resort

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.

Pertinent Changes to Minnesota Liquor Laws in the Past 20 Years

MEMORANDUM

From: Michael D. Madigan

Re: Pertinent Changes to Minnesota Liquor Laws in the Last 20 Years

Date: July 21, 2017

INTRODUCTION

Large retail chains, small brewers, and others interested in deregulating the liquor industry often claim that liquor regulations have remained unchanged since prohibition was repealed. Nothing could be further from the truth.

Although the need to regulate this potentially dangerous product has certainly not changed, the manner in which we regulate it has been substantially modified in the last twenty years. The Memorandum summarizes some of those changes.

MODIFICATIONS TO MINNESOTA LIQUOR LAWS

1. In 1986, the minimum drinking age was raised from 19 to 21.
2. In 1987, a three-tier, tied-house exception was created for brewpubs. This amendment permitted a retailer licensed under the section to brew up to 2,000 barrels of beer on the premises for consumption solely on the premises. The permit fee was set at only \$500 per year.
3. In 1994, another amendment increased the brewpub production limit from 2,000 barrels to 3,500 barrels. In addition, a brewpub who exceeded 3,500 barrels in a year could apply to the Commissioner for a permit to manufacture more than 3,500 barrels in a year. Also, the permit fee for brewers who manufactured fewer than 2,000 barrels per year was reduced from \$15,000 per year to \$150 per year.
4. "Qualified Brewers" who produce fewer than 25,000 barrels per year do not have to pay the Minnesota beer excise tax (\$4.60 per barrel) but, pursuant to a 1994 amendment, they had to report their production to the Commissioner of Revenue.
5. A 1995 amendment expanded the license privileges of a brewpub by permitting them to hold a retail license (but they cannot hold a manufacturer, importer, or wholesaler license. The 1995 amendment also permitted the sale of Home Brewing Equipment and permitted the seller of such equipment to provide ingredients and brewing equipment to a customer at the store without complying with regulations pertaining to brewers.
6. A 1996 amendment authorized brewers to hold beer tastings at off-sale license premises and municipal liquor stores.
7. Prior to 2003, brewpubs were only permitted to sell the beer that they brewed for consumption on the retail premises. Pursuant to a 2003 amendment, they were permitted to sell their beer off-sale directly to the public in 64 ounce growlers, provided however, that their off-sales may not total more than 50% of their production or 500 barrels, whichever is less. Also, prior to 2003, no retailer could sell alcohol for consumption on the premises between 1:00 am and 8:00 am on Monday through Saturday and after 1:00 am on Sunday. Pursuant to a 2003 amendment, such sales could not be made between 2:00 am and 8:00 am on Monday through Saturday and after 2:00 am on Sunday. In other words, the 1:00 am closing time was extended to 2:00 am.
8. A 2003 amendment authorized brewers to hold beer tastings at on-sale license
9. A 2005 amendment raised the permit fees for brewers producing more than 3,500 barrels a year from \$2,500 per year to \$4,000 per year. It did not raise the \$500 fee for brewers producing under 3,500 barrels per year (which includes most Minnesota brewers). The 2005 amendment conferred yet another competitive advantage to small brewers by permitting any brewer producing fewer than 3,500 barrels a year to sell their beer off-sale directly to the public in 64 ounce growlers. The amendment conferred a further competitive advantage to small brewers and brewpubs by removing the restriction that their growler sales may not exceed 50% of their production. It did leave in place the 500 barrel limitation. It also authorized a municipality to issue to a brewer producing under 3,500 barrels a year a temporary on-sale license in connection with a "social event" within the municipality. Another 2005 amendment expanded the hours that an off-sale retailer could sell alcohol to include Thanksgiving, Christmas Day, or after 8:00 pm on Christmas Eve.
10. A 2007 amendment conferred yet another competitive advantage to small brewers producing under 3,500 barrels a year by permitting them to not only sell growlers off-sale but also permitting them to sell 750 milliliter bottles off-sale. A 2007 amendment permitted the State Agricultural Society to permit the sale of strong beer at the State Fair provided that at least one Minnesota brewed malt liquor is made available for sale at each allowed location.
11. A 2009 amendment extended the hours of sale for a "farm winery". Previously, they could not sell their

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




BREAKTHRU
BEVERAGE
MINNESOTA

FOLLOW US |  Breakthru Beverage Group |  BreakthruBevMN | BreakthruBev.com

**FEEL
THE PULL
OF THE
MOON.**



TASTE RESPONSIBLY

©2017 Blue Moon Brewing Company, Golden, CO

Belgian-Style Wheat Ale

16 FL OZ Aluminum BOTTLE

wine before noon on Sunday. Pursuant to this amendment, they can now begin selling at 10:00 am on Sunday. In addition, this amendment allowed farm wineries to not only produce wine but also to produce distilled spirits provided that they pay a \$50 fee to Public Safety.

12. A 2011 amendment conferred yet another competitive advantage to small brewers by authorizing taprooms which permits a brewer to have a taproom license on the brewery premise. Pursuant to this amendment, a brewery may have a restaurant on the premises and serve their own beer. It also conferred an advantage small distilleries by creating a “microdistillery” regulatory category. Finally, it permitted farm wineries to sell at a county fair.

13. A 2013 amendment conferred yet another competitive advantage to small brewers by providing that a brewer may get a taproom license in a city with a municipal liquor store. No other retailer has such a privilege. It also authorized brewers who produced more than 3,500 barrels a year to sell growlers and 750 milliliter bottles from their taprooms. The brewer selfdistribution privilege, which was previously available to brewers producing 25,000 barrels a year or less, was limited to brewers producing 20,000 barrels a year or less. The amendment permits microdistilleries to provide samples on its premises.

14. A 2014 amendment permitted microdistillers to have a “cocktail room license” and sell directly to the public under certain circumstances. The amendment conferred yet another competitive advantage to small brewers by permitting them to be open and conduct on-sale business on Sundays if authorized by a municipality. The amendment expanded the number of sampling events that a brewer may do in a year at a particular retailer from five to twelve events.

15. A 2015 amendment permitted brewpubs to sell their beer at the Minnesota Craft Brewers Guild area at the Horticultural Building during the State Fair.

16. A new statute enacted in 2015 created a new license for small brewers that expressly permits off-sale of malt liquor at its premises packaged in 64-ounce growlers or 750 mL bottles. This license is authorized for brewers brewing less than 20,000 barrels per year (or wineries producing less than 250,000 gallons of wine per year), authorized the sale of up to 500 barrels per year for off-sale, and authorized the off-sale of malt liquor in growlers on Sundays.

17. A 2015 amendment specifically created a new statute that authorizes a “brewer taproom license.” While small brewer’s had previously been permitted to open a taproom, this new statute allows all brewers up to 250,000 barrels (or a winery of up to 250,000 gallons of wine annually) to obtain a brewer taproom license for on-sale of malt liquor produced by the brewer. This statute also expressly allows for the holding of a restaurant license at the brewery premises.

18. A 2015 amendment permitted microdistillers to sell to the public for off-sale of distilled spirits. These

sales are limited to one 375 mL bottle per customer per day of product manufactured on site.

19. A 2017 amendment increased the sales advantage enjoyed by small brewers and brewpubs by increasing the annual sales limits for growler sales from 500 to 750 barrels.

20. A 2017 amendment authorized “cocktail rooms” to be open and conduct on-sale business on Sundays if authorized by a municipality.

21. A 2017 amendment repealed the Sunday Sales prohibition, authorizing the sale of alcoholic beverage through off-sale retailers on Sundays between the hours of 11:00 a.m. and 6:00 p.m. on Sundays. This amendment also specifically prohibits the delivery of alcohol to an off-sale licensee by a wholesaler and the acceptance of such product by an off-sale retailer on Sundays, as well as order solicitation or merchandising by a wholesaler on a Sunday.

We've got you covered.

Mid Central Ice Perham

Lakeshore Ice Duluth area

Precise Ice Belgrade/St. Cloud

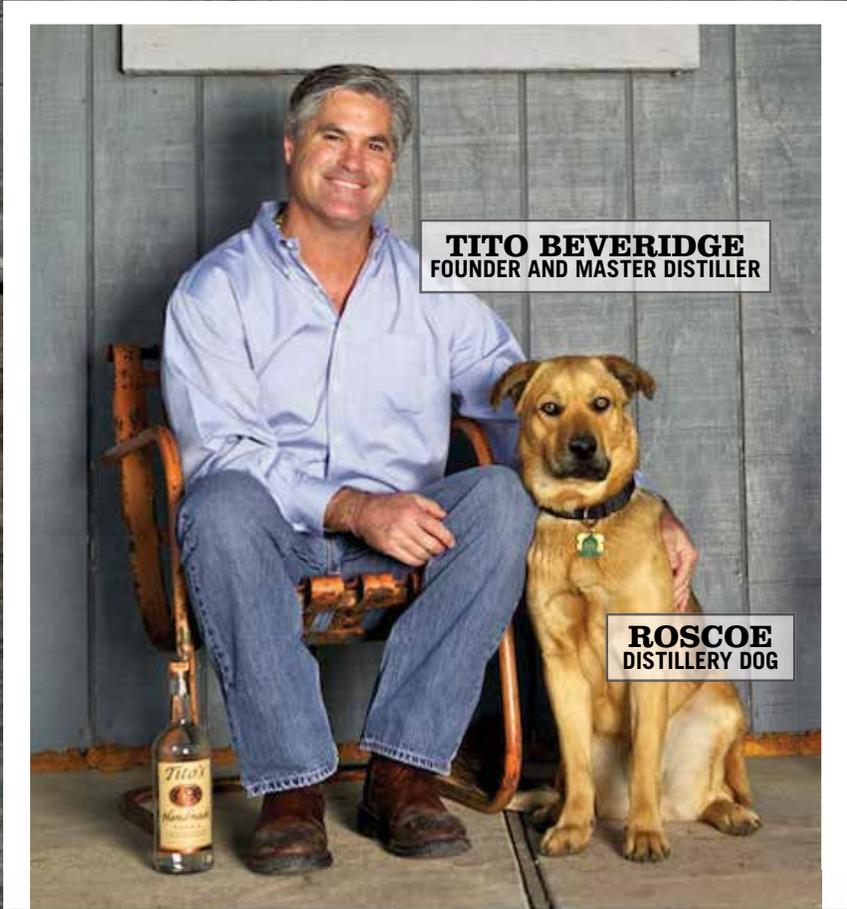
Crystal Springs Ice Pine City

Waterville Ice Waterville

Ace Ice Minneapolis

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

Try my **Handmade**
★ AMERICAN VODKA ★



TITO BEVERIDGE
 FOUNDER AND MASTER DISTILLER

ROSCOE
 DISTILLERY DOG



Wine Enthusiast RATINGS -
 SCORE OUT OF 100 POINTS

TITO'S[®] **95**
 HANDMADE VODKA
USA PTS

Ketel One [®]	89 PTS
HOLLAND	
Grey Goose [®]	84 PTS
FRANCE	
Belvedere [®]	84 PTS
POLAND	
Absolut [®]	84 PTS
SWEDEN	

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.



Keys to An Effective & Profitable Sales Floor

By MMBA Conference Presenter,
Tom Shay

Let's take a trip and examine the sales floors of your competitors; we want to see how they merchandise the goods and services they offer. Hopefully, at each business, we will find quality items, well displayed and reasonably priced—these three being the essential components of selling merchandise.

To make this happen, manufacturers have spent tremendous amounts of money creating displays that will assist the customer in making the decision to buy, whether or not a salesperson is with the customer. It is also true that the manufacturer wants to be sure that the customer purchases its merchandise—even if it is not from the store they are currently in.

Too often we find dependence by dealers on manufacturers' displays. Many times a sales floor becomes a collection of manufacturers' displays rather than a showroom for the goods and services offered by the business. Let's take a look at a baker's dozen of ideas that will not only increase your chances of completing the sale, but also will enhance your ability to distinguish yourself from the competition.

Let's first look at ideas 1 through 4, as they work together. Research has shown the importance of the first—having an attractive entrance. Over 50 percent of customers get their strongest perception of your business by the exterior appearance. Mother

was right when she told us you only get one chance to make a first impression. The second idea is to look at how merchandise is placed around your business. You want customers to immediately see the direction you want them to go (usually to the right) as they enter your sales floor. The traffic flow you have created should take the customer through the store in a manner by which they are exposed to all the product categories you carry (idea 3).

Idea 4 is to place your drawing-card merchandise in the back of the store. Think about a grocery store: where do they place the milk, bread, eggs, and meat? They are on exterior walls, far away from the front door. This is so the customer will see as much of the store as possible.

The next five ideas also work together in maximizing the displays you create and making the manufacturer's display an important part of your efforts. The sales floor needs not only to address the current season, but also should tell the customers about the trends for the next season. Just visit a department store to see how winter coats are displayed in late summer. This plants a thought in the mind of the customer of where to shop when he or she has a need for a winter coat.

Idea 6 is that your store should appeal to as many of the five senses as possible. Research shows that customers are more likely to spend money when the store smells good, has pleasant music, and allows them to see and feel the products. Give the customer some-

thing to nibble on—and you cover all five senses!

Grouping merchandise by colors is the idea 7. Just look at how hand tools in a hardware store are available in day-glow colors. It is also important to place related items near one another (idea 8), and have displays of add-on sale items (idea 9). Having impulse purchases is idea 10. Look again at the checkout aisle in a grocery store, and you will see masters of getting customers to add just one more thing to their purchases. While we are discussing floor displays, if a display has an unattractive side, it should be placed against a wall or backed up to another display. Merchandise needs to be seen from whichever direction a customer approaches (idea 11).

Completing our display discussion, the most important space in your business is the area at eye level. Using the walls to should display the high dollar items at eye level (idea 12); and if you sell accessories to the whole goods you are selling, the whole goods should occupy the eye-level space (idea 13).

While we promised you a baker's dozen of ideas, there is one more. This is done intentionally because, just as in dealing with customers, you should give them more than what is expected. Idea 14 deals with signs. Signs have been shown to substantially increase sales. With today's computer-software programs, you can easily create signs to introduce new products, explain their features and benefits, and tell your customers the services you offer.

Today's customers have the advantage of being able to shop through a catalog, the Internet, or in your store. When they do come to your store, make sure your store gives them many reasons not only to do business with you but also to return.

***Teamwork divides the task
and multiplies the success***



VETERANS DAY

HONORING ALL WHO SERVED



CREATED IN COLLABORATION WITH THE
PURPLE HEART FOUNDATION

We make an annual donation in support of the foundation.



purpleheartwines.com

© 2017 Copyright Purple Heart Wines. All Rights Reserved.

Liquor Facility Tour Questions

At the recent MMBA Regional Meetings, members requested a copy of some questions to ask when visiting other facilities. It was originally designed for members looking for construction information. However, many of the questions can be used to improve current operations.

- * What are building dimensions and how is it distributed between floor space, shelf space, cooler space, storage space, counter space and other?
- * What are the dimensions of parking lot, how many cars can park and how do you handle boats and campers?
- * What are community demographics (age, population, work location, occupation, population increasing or decreasing etc.)
- * What are your customer demographics? Is there room to expand customer base?
- * What is the street traffic count - and which way does the traffic go when people come home from work and go out of town?
- * What is the store customer traffic count?
- * How are sales distributed between products (beer / liquor / wine / cigarettes / lottery / misc.)?
- * What were the total sales / product distribution / customer count / customer demographics / street traffic count etc. in previous location?
- * What is the store marketing niche - price, convenience, selection, gift selection, cigar selection etc.? What was it in previous location?
- * What is the marketing/promotional strategy? Past location?
- * What is the pricing policy? Past location?
- * How much did the building / land / coolers / fixtures cost?
- * How were building plans developed?
- * How was the new facility financed?
- * Were there any unanticipated construction costs?
- * Why is the store layout the way it is?
- * What did the previous stores look like and why?
- * What type of inventory control system is utilized?
- * What would you do different?

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

Free-Pour or Hand-Measure?

By Barprofits.com

The decision whether to rely on free-pouring or hand-measuring liquor largely boils down to a question of style vs. substance. Free-pouring is a stylish technique extremely popular with bartenders. It's also the fastest, most expedient method of pouring from a drink making perspective. The speed is derived from the bartender being able to portion the spirits with one hand, while simultaneously adding in the mixer with the other. Speed of service is why it's frequently employed in high-volume beverage operations.

The technique does have its shortcomings though. Free-pouring accurate measurements over the course of a long night requires an inordinate amount of mental stamina. It's especially difficult for bartenders to pour accurately when they're tired, or working at a frenzied pace, which is when profitability and drink consistency really take a beating. But regardless of the circumstances, it is easier to dispense heavy shots when free-pouring than when using a shot glass and it's harder for supervisors to spot the overage.

Permitting bartenders to free-pour liquor can be an expensive proposition. On the other hand, some will contend that the cost of slowing their bartenders' with shot glasses is equally steep. The deciding factor is typically based on the operational demands of the concept. Since no bar or restaurant operates under the burden of too much profit, effective portioning controls are a must.

FREE-POURING STEP BY STEP

1. Here's a rule of thumb. When a liquor bottle outfitted with a medium-speed commercial pour spout is inverted between 45° and 90°, it will dispense approximately 1/2 oz. of spirits

per second. Based on that, an internal cadence of "one-one thousand, two-one thousand, three-one thousand," will yield a 1.5 ounce portion of spirits.

2. *Should the count of three result in more than a jigger of spirits in the glass, then the bartender's internal cadence is too slow and will need to be sped up. If there's less than a jigger in the glass, it means the person's cadence is too fast and will need to be slowed down. After that, it's just a matter of the bartender maintaining a consistent cadence.*
3. *Liqueurs, which are denser and more viscous than spirits, will pass through a spout at a slower rate, which means that when free pouring Baileys or Kahlúa*

bartenders need to know to compensate by counting more slowly.

4. *It's advisable to routinely test bartenders pouring abilities. Arrange a half-dozen empty glasses on the bar rail, and have them quickly pour a staggered series of measurements into each. Afterwards, pour the contents of each glass into a graduated cylinder, or measuring cup to gauge their accuracy. Many operators establish standards for pouring accuracy, and if a bartender doesn't pour up to those standards, the individual is required to use a shot glass until such time as he's able to consistently free pour accurate measurements.*

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: (612) 961-1476
E-mail: justin.ashton@beamsuntory.com

MillerCoors Brewing Company

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



Characteristics of an Effective Shelf Talker

By MMBA Annual Conference
Presenter Darryl Rosen

This is an important question! In my travels, I see a lot of shelf talkers that neither **engage** nor inform. It seems (by looking at many shelf-talkers) that many a sales professional is just trying to check off an item on his or her to-do list. Most shelf-talkers just take up space and seem sort of half-asked. But it shouldn't be that way. Numerous studies show that nearly half of all purchase decisions are made at the point of purchase. In other words, many consumers don't know what they want when they enter a store and they need help making a selection. Certainly, with stores cutting staff, effective shelf-talkers (aka: silent salespeople) can and will help move product. Effective merchandising is a great way to differentiate your business and your products.

I bold-faced the word “**engage**” above because as you'll see below, grabbing the consumer's attention or engaging them is half the battle.

Engaging shelf-talkers stand out in the following ways:

1) Engaging shelf talkers have big fonts – or at least a big enough typeface so that consumers can comfortably read them.

The population is aging (as am I) and as one ages, he or she ultimately loses his or her ability to see like the good old days. (If you don't see that now, you will soon. No pun intended!) All typefaces should be bold and clear. Try to use the following colors as they're easy to decipher: Black, red and white. Suffice to say, consumers shouldn't need to squint to read your shelf-talkers.

2) Engaging shelf talkers are readable and can be read while a consumer is moving.

Consumers move pretty fast and if you spend some time in an account just watching them, you'll know what I mean. To draw the attention of people moving quickly, a sign must not only have the right size letters, but should also be in a font that one can read while moving. Stay away from crazy fonts. If you're not sure, make a sign, put it up and see how it looks as you approach it. If the words aren't clear as you approach, go back to the drawing board.

3) Engaging shelf talkers are creative - but not overly creative.

How's that for a contradiction? It's not just crazy fonts that sabotage your efforts; excess creativity can take a bite as well. Yes, creativity is a good thing but not at the expense of your message. Often images and graphics work against the effective delivery of your message. A well-designed sign is creative, and highlights the unique selling benefit or the product's story, not necessarily the artist's skills.

4) Engaging shelf talkers are informative in at least one compelling way.

It's about to get controversial in here! I abhor tasting notes. I think they have a place in beverage selling but, unfortunately, most descriptions rely on over-used phrases like “hints of pear” and “a floral bouquet”. Further, I believe that many sales professionals use these descriptions because they're easily sourced from either the Internet or the supplier. I firmly believe that both the sales professional and retailer know far more about how to sell a product in

a given market than the supplier – in some cases located half a world away.

Aesthetically, in the case of shelf-talkers, I am bothered in two ways. First, there are often way too many words for such a small space. Second, as many shelf-talkers look the same, one doesn't necessarily stand out along a row of wines, beers or spirits. That's the whole objective of a shelf-talker - to stand out.

Shelf talkers should have one primary focal point. Something other than what one could discern by picking up the bottle. If the product has one redeeming benefit, than that's what should catch the consumer's attention. Just scored a 93 in a major trade publication, then that's what should catch the consumer's attention. It's certainly more time-consuming to make your shelf-talkers stand out, but you'll be rewarded by the extra effort.

5) Engaging shelf talkers are well maintained and don't look like they're been hanging there since wine was invented.

Retailers know that it's beneficial to shake things up a bit. By that I mean it helps to give your store a fresh look every once in a while. Often, just moving a product from one end of the aisle to the other leaves consumers with the impression that it's a new product. Back in my retail days, I remember how we would move a product 3 feet and customers would ask when we got the XYZ Chardonnay in stock. Funny thing is we had it all along; it was just 3 feet the other way!

A well maintained shelf-talker may give the illusion of an exciting new product and, just that fact alone, might spur some incremental sales.

The Key to Obtaining Council Approval

Bob often comments to other staff that the council never buys him anything and the police get whatever they want.

Speaking of the police, let's review a different story.

The Police Chief sees the squad car is due for replacement next year.

He reminds the police committee at each quarterly meeting of upcoming capital outlay items.

He spends many, many hours obtaining bids, making sure the bids are all bidding the same things, etc.

The Police Chief also spends many hours making a list of all the possible pros and cons of all of the variables related to the purchase of a new squad car.

He submits a detailed packet to the council with his recommendation.

At the council meeting, the Police Chief presents the information and asks if they have any questions.

The council unanimously votes to approve the purchase of a new squad car.

Do you notice any differences in these two scenarios?

The Police Chief researched all of the options and tells the council at every opportunity why these purchases are needed in the future.

Bob feels entitled to a new piece of equipment.

He does no research, makes no effort to keep the council informed and does not

present any compelling reasons why the expenditure is needed.

Don't be like Bob when requesting a new POS, coolers, shelves, etc.

Do the homework.

Demonstrate a need.

Give the council a solution.

Have everything well laid out on paper.

Whatever you do, don't say "You should buy X because we have the money."

This really angers the council and they are less likely to grant your request now and in the future.

Sarah Olsen
Mapleton

zero alcohol for nine months 049
mofas.org

Thank you to the Minnesota Municipal Beverage Association for supporting 049: zero alcohol for nine months of pregnancy.

MOFAS offers these FREE materials for your liquor store customers. Get them at www.mofas.org/store

minnesota organization on fetal alcohol syndrome mofas.org/store

MMBA Commercial Members Are Available to You! Contact Them!

Silver Plus

August Schells Brewing

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

Crow River Winery

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

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

Fishbowl Spirits

Contact: Corey Herzog
Phone: (612) 239-6624
E-mail: corey.herzog@fishbowlspirits.com
comgmn.com

FuturePoint Solutions

Contact: Bruce Anderson
Phone: (612) 375-1200
E-mail: Bruce@futurepoint.us

Heartland Payment Services

Contact: Karen Lamb
Phone: (763) 607-0286
E-mail: karen.lamb@e-hps.com

Independent Merchant Services

Contact: Brian Roering
Phone: (302) 290-6433
E-mail: bkrholdings@yahoo.com

Illinois Casualty Company

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

J.J. Taylor Distributing

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

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

Scenic Sign Corporation

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

Southern Glazer's Wine & Spirits

Contact: John Acottt
Phone: (612) 271-5197
E-mail: daryl@scenicisign.com

Third Street Brewery

Contact: Jodi Peterson
Phone: (320) 685-8686
E-mail: jpeterson@coldspringbrewingco.com

Stan Morgan & Associates

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

Triple Crown Gaming

Contact: Jillian Poganski
Phone: (320) 333-3148
E-mail: jillian@triplecrowning.net

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

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

Absolute Ice

Contact: Randy Gravelle
Phone: (218) 847-9132
E-mail: randy@absoluteicemn.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

Carlos Creek Winery

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

Chankaska Creek 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@edrington.com

Heartland Wine Sales of Minnesota

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

Naylor Heating & Refrigeration

Contact: Bill Haugse
Phone: (218)-444-4328
E-mail: bill@naylorhvac.com

Paulet Slater Insurance

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

Sunny Hill Distributing

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

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

DIVINE, DEVILISH OR

KINKY?

LIMITED EDITION BOTTLE



EVERY PARTY NEEDS A LITTLE KINKY...

- KINKY® Naughty & Nice is the perfect spirit for Halloween and holiday parties.
- Our unique two-sided bottle tempts consumers to try KINKY®—and our so-good-it's-naughty flavors will keep them coming back for more!
- KINKY® Spirits will be supported nationally by a robust marketing campaign with 10 million impressions created through social media, Spotify and social influencers.
- A \$5 mail-in-rebate is available to incent impulse purchases.
- Ask your Johnson Brothers sales representative about our vibrant on- and off-premise trade materials to help drive sales this October through December.

750ml - 6 pack case
Available locally through Johnson Brothers
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.