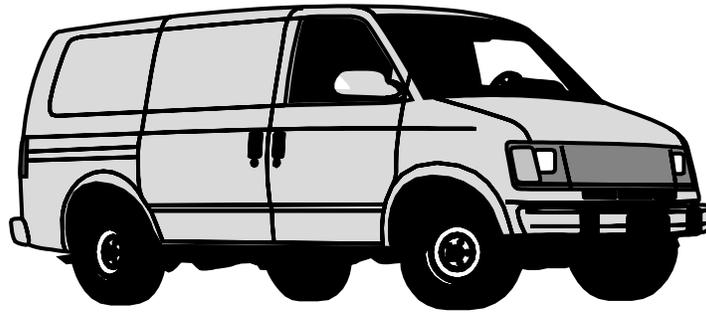


THE
MUNICIPAL
LIQUOR STORE

Volume 76, Number 5, 2017/2018

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



Delivery Service

Why Bother?

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MUNICIPAL LIQUOR STORE

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ON THE COVER

Delivery Service – Why Bother?

Because chances are your competition IS, OR SOON WILL BE, offering delivery.

On page 6, learn how Wayzata Wine & Spirits is landing some new customers and making existing customers very happy by offering delivery.

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MMBA President's Message



GARY BUYSSE
President

Bent Brewstillery is the only company in Minnesota currently involved in the production of craft beer and distilled spirits.

They are on a mission to change the state law to allow Minnesota brewery distilleries to have a brewery taproom and distillery cocktail room under the same ownership and same location; <https://www.indiegogo.com/projects/cocktail-time-beer-brewery/x/17662385#/>

Under current law this is not possible. Brent Brewstillery currently pays just a bit more than thirty three percent for an annual license for their taproom and distillery, giving them a competitive advantage over every other liquor license holder in Roseville.

They also possess the ability to control cost and achieve higher margin on product sold than their competition.

Rogers Wines and Spirits, in partnership with Brent Brewstillery, offer many of their beer and spirits items for sale.

Many other Minnesota retailers assist them in their pursuit of success.

I submit that with a taproom, low cost licensure and the love and support of many Minnesota retailers, including me, Brent Brewstillery currently has all the competitive advantage it needs to survive.

Bartley Blume, President of Brent Brewstillery, paints a different picture.

He maintains the current legislative climate stifles his ability to grow his spirits business.

He also alluded to the fact he would be willing to examine the fees he currently pays in order to potentially level the playing field with many of his local Roseville competitors who are also his customers, pouring his beer and spirits in their establishments.

The continual birth of local craft breweries in Minnesota has created a business climate that reduces the option for large scale distribution and forces these small businesses to rely on a more localized business model in order to survive.

Self-distribution is expensive and current distribution chains are brimming with new items.

These are just some of the challenges local entrepreneurs face when attempting the change the dynamic of an existing market.

Our association is continually trying to find a legislative balance that allows change and growth

while protecting small businesses in an legislative environment that seemingly has little concern for "mom and pop" operations that provide consumer access to many products that would be lost if big box retail were the only option.

On a similar note, don't forget who voted for the Sunday sales bill that became law on July 2, 2017.

As the words "free market" echo in my ears, I am acutely aware of the seeming focus on big business and the lack of focus or concern for small business and consumer choices and selection.

All of our legislators need to focus more on constituents and less on the perpetuation of the party agenda.

I am certain more positive results would be achieved if we worked toward a common, shared agenda.

And I am careful for what I wish!

We've got you covered.

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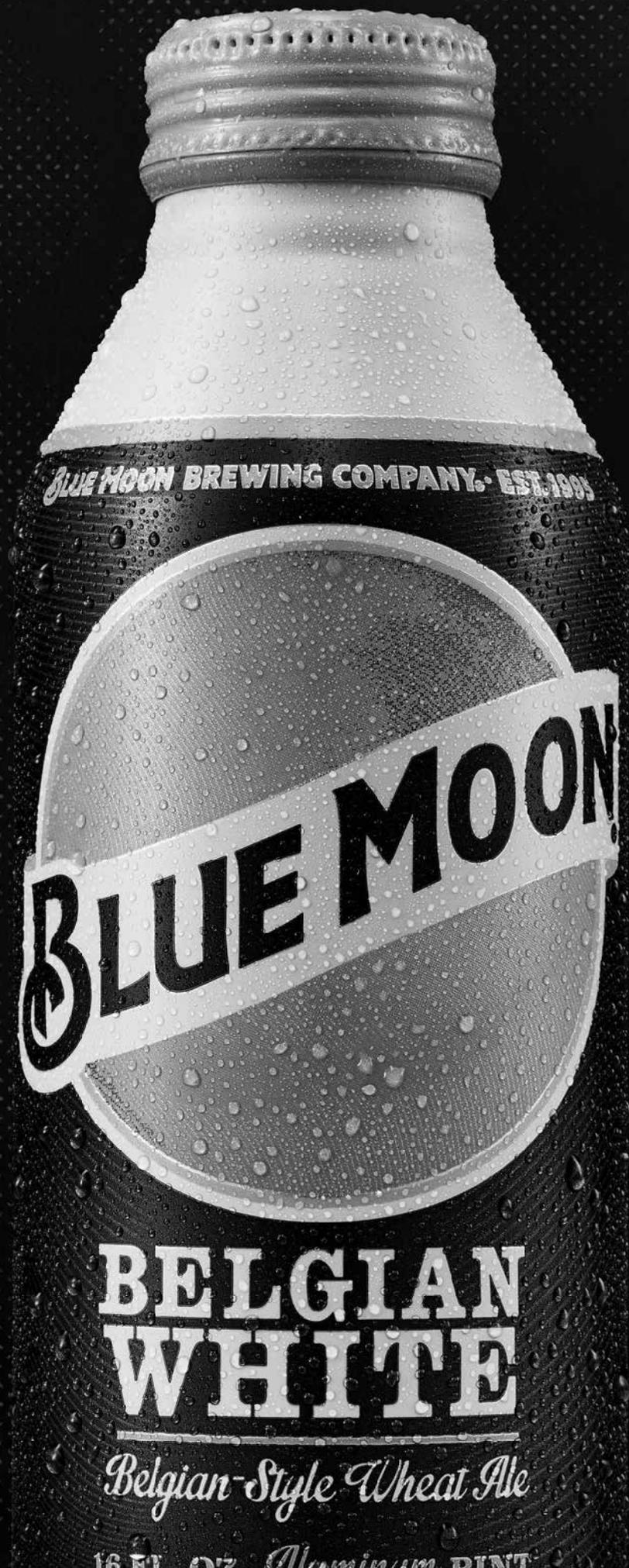
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16 FL OZ Minimum BOTTLE

Delivery Service – Why Bother?

By Kevin Castellano,
Wayzata Wine & Spirits

We started our delivery service in July 2015.

It is a risk, and you really have no data to present to the council to use as a comparison, only building it up as you start the service.

Our store is treated different than just retail, it is also seen as a “service” we provide, as we are city owned and operated.

It was an expense we were willing to incur, and gave it a shot.

It may not make sense for every muni liquor store, but it is also more of a defensive move.

Chances are your competition IS, OR SOON WILL BE, offering delivery.

Putting together a plan might not be as cumbersome as you’d expect.

A delivery program is relatively cheap to start as far as many other capital improvement plans and operating expenses go.

Plus, you can tailor the policy to your store.

Review the results after 6 or 12 months and decide if it’s worth pursuing.

The real key is getting your staff behind it, making it part of their job description and daily operations, and advertising it!

I think it is important to evolve and change with the industry, and delivery is yet another free service you can offer your customers.

Here are the parameters we chose to cover our costs.

Again, this is our policy and we work around it for larger orders:

- Available hours: Set a time that still leaves 2 employees in the store, maybe 12-6, and a 2 hour turnaround time. We also do not delivery on Sundays.
- Minimum purchase: Make this higher than your average transaction to cover your labor costs, (we have a \$50 minimum)
- Customer must have ID when receiving delivery, and must be home. Just like Fed Ex, alcohol cannot be left on the doorstep. Prepaid before we leave the store. Credit card only.
- All the details of our policy are at: <http://wayzatawineandspirits.com/delivery/>

Create a report on your POS system that grabs every delivery sale, like a quick

button at the register, so you can evaluate any time period of your choosing.

It’s interesting to see what that sales mix is compared to your instore sales mix.

You will definitely run into some unique situations, and your policy should be written to reflect your right to refuse service just like in your store.

It has been well worth it out here, and we’ve captured some very large sales for parties, weddings, and corporate events.

It’s helped land some new customers, and made our existing customers very happy.

If you can dedicate some of your advertising budget to this, it is really easy to get the word out, and utilize existing city publications.

You have to stick your neck out there and be willing to own the positive or negative results, but either way I say it’s worth the effort!

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Small Town Observations

By Becky McCray,
<http://smallbizsurvival.com>

When you ask small town people what challenges they want help with, the responses provide an interesting insight into rural areas today.

SaveYourTown and SmallBizSurvival.com conducted a survey among subscribers and visitors to their sites during 2017, receiving 250 individual

responses. Participants included 215 from the USA, 25 from Canada, and 10 from other international locations. The results were compared with a similar survey in 2015 that received 227 responses.

Rural Community Challenges

Top five concerns at the community-wide level were mostly the same in 2017 as 2015.

1. Downtown is dead
2. Losing young people
3. No one shops in town
4. Missing out on tourism opportunities
5. Need new residents

Minnesota Delivery Regulations

7515.0580 DELIVERY.

Subpart 1.

Restrictions.

Only licensed or authorized off-sale liquor retailers and no other class of retailers may make deliveries of alcoholic beverages from their stores to the residence of a purchaser or other location, provided however, that such delivery shall be made only to a person 21 or more years of age; and provided further, that such delivery must not be made to alcohol beverage licensed establishments or other public or private place in violation of law or ordinance.

Subp. 2.

Delivery tickets required.

The person in charge of any vehicle delivering alcoholic beverages to purchasers must carry an invoice or delivery slip stating the date and names and addresses of the seller and purchaser, itemizing the

number, size, and brands of alcoholic beverages to be delivered. Upon delivery, the invoice must be signed by the person accepting delivery and by the deliverer and the signed copy preserved on the retailer's premises for a period of six months.

Subp. 3.

Retailer may refuse to deliver.

Any retailer, or employee or agent of the retailer, may refuse to sell or deliver alcoholic beverages to any person whom they have reason to believe is ineligible to buy such liquor, as provided by Minnesota Statutes, sections 340A.502 to 340A.505 and 340A.701 to 340A.705, or whom they have reason to believe intends to deliver the alcoholic beverages to ineligible consumers. They may require a person of doubtful age to produce written evidence as required in Minnesota Statutes, section 340A.503, subdivision 6, of being 21 or more years of age.

Subp. 4.

Forbidden deliveries.

No off-sale retailer shall sell, ship, or deliver alcoholic beverages to purchasers in any county, municipality, or area where the sale or delivery thereof is prohibited by law. No retailer shall deliver or permit the delivery of any alcoholic beverages during the hours when off-sale of liquor is prohibited by state law or municipal ordinance.

Subp. 5.

[Repealed by amendment, 8 SR 2478]

Subp. 6.

Open stock deliveries prohibited.

Only alcoholic beverages ordered and packed at the store for delivery shall be carried in the delivery vehicle.

The top four choices are the same as in the 2015 survey, but with choices three and four switched in position. The fifth most-chosen challenge, “Need a usable building,” rose two slots from seventh position in the 2015 results. The number five choice in 2015 was “Need an idea to start a business,” which fell to ninth position this year.

Rural Trends of Interest

Over 85% of participants chose among the coming trends of most interest to them. This was a new question on the 2017 survey.

The top trends garnering attention were:

1. Rural retail trends (omni-channel, drone delivery, consumer shifts)
2. Rural population changes
3. Trends affecting rural makers and craftspeople
4. Rural service business trends (contingent workers, remote work)
5. Changes to rural society (populations, shifts in the center of power, automation)

OTHER RURAL CHALLENGES

Taking the structured and open-ended responses together, several themes emerged where the surveyed rural people most feel the need for help.

Conflicts and negativity hinder progress

- **Lack of cooperation, apathy, negativity and resistance to change among local leaders and residents** were the most commonly-mentioned challenges, appearing in 22 of the open-ended responses
- Conflicts between different groups and cultures were

mentioned, including conflicts between age groups, longtime residents conflicting with new residents, different religious and faith communities, and diverse racial groups

- **Social isolation** caused by conflicts between groups and unique local issues were mentioned in three open-ended responses

Uncertainty around population

- **Losing young people and a need to recruit new residents** both scored in the top five of the choices this year
- **Decline in population and aging population** both were mentioned in the open-ended responses
- **Lack of volunteers** was also mentioned, with people saying they had more ideas and projects than people to accomplish them
- **Workforce shortages** were mentioned in five open-ended responses

Rural communities are focused on downtown

- **Downtown business district issues** were commonly mentioned, including the types of businesses, need for business support, drawing residents down town for shopping and activities, and competition with online and big chain retail competitors

RURAL SOLUTIONS

Even though the survey focused on identifying rural challenges, positive responses focused on the future, creating their own solutions and moving forward.

Rural people are focused on creating their own solutions

- Many people identified local trends they felt they could take better advantage of, including tourism, accommodations, youth retention and family-friendly activities

Lack of people is more of a limiting factor than lack of funding

- There are so many rural projects and activities that a shortage of volunteers emerges
- Over a quarter of all the people mentioned the lack of volunteers as a challenge
- Only two people brought up a lack of funding

There’s more interest in makers than in manufacturers

- When asked about trends 30 years into the future, more people expressed an interest in trends for makers and crafts people than for manufacturing

WHAT THE SURVEY DIDN’T SAY

The responses from rural people broke down some prevalent small-town stereotypes.

Small towns aren’t interested in recruiting outside businesses

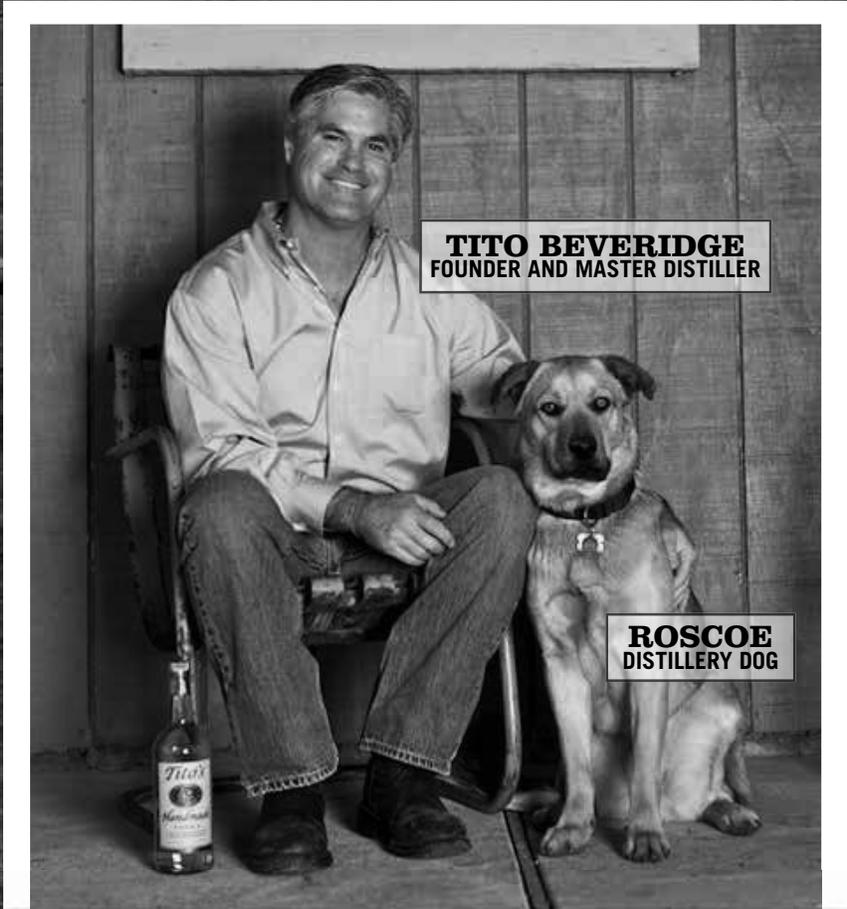
- While many local governments and economic development professionals are focusing on recruiting outside businesses, the need for that was not reflected in this survey
- No one mentioned needing to recruit a national chain or an outside franchise business to improve their town

BREWED THE HARD WAY



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- Only two respondents mentioned a business gap, or a specific business they felt their community or downtown needed to develop through local entrepreneurs

Rural people are not waiting for factory jobs to come back

- There was not a single mention of the return of factories in responses to this survey
- Many responses focused on growing local entrepreneurship
- Five times as many people mentioned a lack of available workforce than mentioned lack of jobs

Rural community challenges aren't as poverty- and crisis- driven as you might think

- While national media coverage of rural areas often focuses on towns that have suffered the loss of a major employer or industry, the least-selected choice for challenges (under 7%) was that their town had suffered “a terrible blow” such as the loss of a factory
- Although rural poverty and drug problems are another common media theme, only three responses mentioned poverty, crime or drugs

Small town business challenges are more about buildings and marketing than about loans

- Although a lack of small business lending is often cited as holding back small businesses, more people cited trouble funding a usable building than trouble finding a loan, and this was also true in the 2015 survey results
- It's not true that everyone knows everyone in a small town, as both

top small business challenges related to marketing

Housing shortages didn't get many mentions

- Although housing is a major focus issue for governments in some rural US regions, only three responses to this survey mentioned a shortage of usable housing

THE WRITE-IN CANDIDATES

When given open space to mention any other challenges, the surveyed rural people shared many additional areas where they need help.

- How do we counter general apathy and build a greater sense of community across the entire community?
- As more young families decide to “go rural”, will the old communities welcome and open up to them? Can they help revive old or dying facilities and improve access to daily needs and necessities? How can young doctors and teachers be enticed to settling in rural areas?
- Our municipal leaders have PMS: they're Pale, Male and Stale. They are risk averse, penny-pinching and, unwittingly perhaps, make their jobs look difficult which repels young people and business owners from running for election.
- We have great ideas to help our town/county, but not the human capacity to move them forward.
- Maybe the answer is to differentiate by giving rural consumers the “old” shopping experience, BUT doing it so well that the alternatives aren't so attractive.

- How do I attract good employees for low-level jobs?
- Loss of transportation and loss of medical services in rural areas. What are alternatives?
- Demographic shifts, the creative class, “rural by choice”... finding a community niche in the business clusters that the entire region will depend upon, appropriate housing (we have affordable housing in spades)..... all of these are challenges to making our communities attractive enough for new residents and to have our own millennials return home. There is no single magic bullet. There are many threads to weave.*
- Knowing how to filter the media reports on government reports about changes in business and taxes and how it effects the shopping consumers, along with entrepreneurs who may want to start up in business. In other words...how can we prepare to change with the unknown?
- Start the talk about #BrainGain. I hated when they coined #braindrain when I was in high school. Let's talk about the influx that is coming and give more momentum to the movement. I also hate it when people talk about their communities housing problem. It is a housing opportunity to the entrepreneur that will fix it.

**edited for brevity and clarity*



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

Dealing with Big Box Competition

John Ewoldt of the StarTribune recently wrote an article discussing how small retailers are dealing with big box competition.

Here are some key points for success:

- * *We're creating a story and a feeling.*
- * Small retailers survive and sometimes thrive by listening to what customers want and a store that makes people happier than clicking a "BUY" button on-line.
- * Retailers do well when they cater to needs not met by the internet, such as immediacy, experience.
- Shoppers want a very localized experience.

Maybe they buy something, maybe they

don't, but they're in a better mood when they leave.

- Retailers have to make the experience of shopping fun.
 - From a failed business: *People loved the store, but we didn't change the assortment more often.*
 - Retailers have to give customers a deep experience.
- It's an emotional connection that's more intimate and less stressful.
- From a customer: *The selection changes often and my salesperson, Lynn, makes me a happy shopper.*
 - Brick-and-mortar retailers, large and small, know they have to continually evolve to stay in business.

• ESPECIALLY FOR MUNICIPAL LIQUOR OPERATIONS...

An owner saw a discussion thread on a local online bulletin board with the topic question, Amazon?"

One respondent mentioned Amazon Smiles donates 0.5 percent back to an organization select purchases.

"That one took me by surprise," she said.

I have significantly higher donations and sponsorships with local music and sports teams.

I don't outline it in the store, but I may need to rethink that."

(How are YOU Promoting the Value of Your Municipal Liquor Operation??)





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

Subpoena!

I want to take a minute to tell a story...

I recently received my first subpoena.

It's not a very happy feeling to be served papers anywhere, but especially at work.

Many thoughts go through your head.. What did I do?

Who could be after me?

What happened?

I obviously can't disclose much about it... but I can tell you there are people who work for you and patronize your establishment doing unethical things.

Sometimes you have to be the one who catches them or gets information to the police.

If you don't act, they'll assume they can continue to do whatever they're doing.

If you don't act, they'll assume they can continue to do whatever they're doing.

Sometimes it is seemingly innocent and sometimes it is blatantly wrong.

Either way, it's another one of those things we need to address 100% of the time.

***You have your brush,
you have your
colors,
you paint
paradise,
then in you go.***

My city doesn't have many policies regarding the liquor operation.

Consequently, I have had to write most of the policies we currently have.

Once written and implemented, it is critical to get all of the information to all of your employees.

In addition, it is a good idea to have some sort of training meeting to ensure everyone understands the new policies and procedures.

Like you, I'm sure, thinking about having all of my ducks in a row is the best feeling.

However, as a manager I feel like this rarely happens.

There is always so much stuff going on and too many moving parts to ever

truly feel like I'm ahead.

But when that great feeling occurs, don't stop working to get further ahead.

There will always be something that can happen and catch you off guard or derail everything just completed. I received letters from two different county courts within a week of each other regarding things that happened too long ago to recall accurately.

Think of how you would deal with a situation like that.

Some days you have to tell yourself:

Just keep swimming, just keep swimming...

-Dory (From Finding Nemo)

Joe Audette

Platinum Member

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Maximizing Advertising Dollars in Longville

Are you wasting advertising dollars?

This was one of the questions asked at my very first MMBA Boot Camp.

Though it was always on my back burner to look into, I finally took action and last year ran some coupons to see if there was any return on investment.

I ran a coupon for \$5 off a \$50 purchase, and after a month received 2 back.

Then, I did 10% off 6 pk beer coupons and didn't receive any.

So this year after a heated debate with my local newspaper owner, I decided to run only Facebook ads.

Now in a community of older people it was slightly risky, but I gave it a shot.

On Facebook you only pay for people you reach with a push ad (an ad that Facebook makes pop up when scrolling on your timeline).

You do not pay for people who have previously LIKED your page.

You can set up ads for a certain length of time and you can also schedule ads to start at a certain time.

They also only bill you once a month for up to the budgeted amount you have set.

Invoicing is very easy.

My first ad I put a \$15 dollar budget.

It reached 1,148 people, had 48 post

engagements and 24 new page likes in a week!

A typical newspaper ad this time of year would normally run me close to \$100 for a 2"x4" ad and in my area reach about 500 people.

However, I would have no idea if anyone even saw it.

It is hard to adjust to new ways of reaching customers and you will probably meet some resistance at first, but my sales are up for the year without using the newspaper ads and I have used less than 10% of what I spent last year on advertising.

Also, some managers have come up with great ways to promote their stores like Edina who now does "15 Second Reviews" on products in the store.

Lakeville has commercials promoting community values.

My favorite is her latest ad for their local K9 unit fundraiser.

Now I may not be as creative as them, but my message is getting out there and I'm saving my town money at the same time.

That a win-win if you ask me.

Nancy Raines
Longville

We've got you covered.

Mid Central Ice Perham

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Sales Alone is Not Marketing

By Glenn Muske, Smallbizsurvival.com

I need help in marketing my product.

That short sentence is the one I hear often as I work with small-business owners.

Most often, when asked to clarify what they want, the owner talks about increasing his or her sales.

They want to see more goods and services go out the door.

While sales certainly are a key part of an ongoing business, **sales alone is not marketing.**

Using tools to products and services would be most often defined as advertising.

Marketing is more.

Marketing can be defined as seeing goods and services going out of the door with that customer, and his or her friends, returning again and again.

Marketing, in by my definition, is “everything you do.”

Marketing is knowing your customers.

It is providing them the solutions to the problems they face.

Take a simple need of fastening two things together.

At such a broad level, there are lots of ways we might suggest getting the job done.

But by asking questions, we learn that he or she is building the drawers for a wood cabinet.

So maybe a wood glue would be best. And by asking even more questions, we more accurately can meet the customer’s needs.

Knowing your customers helps you understand what to stock and what new items might be of interest to your audience.

Knowing the audience helps you in letting the customer know you exist, what you offer, and how you can help.

Marketing goes beyond the individual customer though. It includes being engaged in the community.

(Again, take note municipal liquor operations!!!!)

Marketing begins with two important facts:

The first fact is that it is an **investment in the future** of your business.

It is not a cost.

And the second fact is that marketing takes a **long-term view.**

So the next time you ask someone for help in marketing, is your need simply to move the inventory you have on hand or are you looking to build a sustainable business into the future?

MMBA Community Value Event

March = Food Drive Prep
April = Food Drive Prep
April = Make Your Community Shine Prep
May = Make Your Community Shine
June = Troops Prep
July = Troops
September = Animal Prep
October = Animals

Once, during Prohibition, I was forced to live for days on nothing but food and water.
~W.C. Fields

MMBA Commercial Members Are Available to You! Contact Them!

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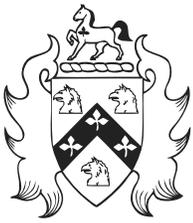
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