

THE *Municipal* LIQUOR STORE
beer • wine • spirits

Official Publication of the
Minnesota Municipal Beverage Association
Helping Members Succeed

2025 MMBA Annual Conference



April 26 – 29 • Arrowwood Resort

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Minneapolis, MN 55432

NEW!



Leinenkugel's

MUNICIPAL LIQUOR STORE

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Change of address: List both old and new address.

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On the Cover

There is still time to register for the 2025 MMBA Annual Conference.

There will be great educational seminars, tasting dinners, a Beverage Alcohol Server Training, Vendor Showcase and time to have fun & develop relationships with other attendees & industry representatives.

MMBA friend Glen Mason & a special Minnesota Vikings guest will also be there!

One regular attendee sums up the conference as *Smiles, Handshakes & Hugs!*

Hope to see you there!!!



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MMBA PRESIDENT'S MESSAGE

**By Chris Arnold,
Bagley**

Well, January and February are behind us and we're dealing with auditors and all the fun stuff to get ready for summer.

Last weekend I was at work on Saturday morning with Ruben trying to get caught up from being on vacation. I don't know about you, but it feels like when I go on vacation I have to work twice as hard when I get back to get caught up.

Anyway, that afternoon when I was at the farm relaxing, I got a phone call from one of my employees. He tells me he's not feeling well and he must go home. (Mind you he's only 1/2 an hour into his shift.)

So, I jump into my car and head in to work the night shift. It was actually nice because I got to see some customers I don't get to see much during the day.

Our new mayor also popped in the store to support us, which was nice to see. Of course, I took the opportunity to talk to him about some situations going on. Plus, I showed him some things I would like to do in the future, including the possibility of putting an addition on the building and getting more storage space in the back room. I'm also looking to add more square footage to my beer cooler so I can create a beer cave.

The nice thing is when we built and designed our store back in 2013, we built it with the intention we would have to expand and add on to the facility. This surprised him because it will lower the project cost because we've planned ahead.

I strongly encourage anyone in the industry to take an opportunity to talk to a mayor or city council member when they come in. Show them what the operation is doing and tell them how things are going.

By doing this you put a face with your name. That way when they want to know what's going on with their liquor operation, they know who they should talk to.

I know from personal experience how important it is to attend council meetings and give presentations about the operation. Last year my old mayor told me not to attend as many meetings and after a few months we had a major breakdown in communication between me and the council. It was not good, but I got through it and things are better now.

I look forward to seeing you at the conference!!

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2025 MMBA Annual Conference

(Open to Municipal Liquor Operations & Invitees)



The 2025 MMBA Annual Conference will be held Saturday, April 26 – Tuesday, April 29, at Arrowwood Resort, in Alexandria, Minnesota.

Boot Camp (Back by Request)

For new Municipal Liquor Managers, Assistant Managers, City Administrators, Council Members, and Seasoned Personnel Who Want to Brush Up on Their Knowledge. Boot Camp covers the “basics” of liquor operations. All participants will leave with 12 specific items to improve facility operations!!!

Japanese Spirits Tasting and Seminar

Suntory Global Spirits invites you to a tasting and information seminar regarding their award-winning Japanese spirits. We will explore the history, taste profiles, and sales techniques you can use to help consumers understand this fast-growing and profitable segment of spirits.

View from City Hall

The relationship between City Hall and city employees is crucial for the smooth functioning of local government and the well-being of the community. Sauk Rapids City Administrator Ross Olson and Paynesville City Treasurer Belinda Ludwig will discuss how their cities successfully work with their municipal liquor operation and explore individual issues through audience questions.

THC / Cannabis Update

There is a lot going on in the Minnesota cannabis world. MMBA and Emerald Elements representatives will provide information on municipal cannabis, THC, new product categories and regulatory issues.

Category Insights & Analytics to Drive Growth in an Evolving Consumer Landscape

Johnson Brothers West Region President AJ Atta will lead a discussion on:

- Spirits: Small Sizes = Big Prizes and growing with emerging categories
- Winning with Wine: Targeting top Segments, Formats, & Price Points to elevate category growth
- Hemp THC: Leveraging what we know into how we grow

Featured Speaker, Chris Hawkey

Chris Hawkey's primary role is co-host and producer one of the most successful and highly-rated talk radio shows in the United States. When he's not on the radio, Hawkey takes his talents to the stage singing with multiple bands, including the Fabulous Armadillos.

So many of us battle depression and anxiety on a regular basis or know someone who does. Making it even more difficult is that most fight their "Darkness" in secret. Chris was one of those people until an unlikely scenario led him to bring his battle into the light.

Chris will talk about how going public with his depression helped him with his own mental health issues. He'll also reveal how each of us can help ourselves and those we love to bring our own darkness into the light.

Serving Up a Better Memory

In today's business world, having the ability to remember names and faces, beat absent-mindedness, and recall facts and figures puts you at the head of the pack. In this power-packed session, you'll learn time-tested techniques for recalling names, speaking without notes, and gaining control of your day without the fear of forgetting. When you're skilled in memory all your other skills get better. This program shows how.

Presenter Paul Mellor, author of *Finding the Keys*, was a finalist in the USA Memory Championship, where he recalled the names of over 90 people in less than 15 minutes, remembered in exact order over 100 single-digit numbers after a five-minute study, and recalled the exact order of a shuffled deck of playing cards after less than a three-and-a-half-minute review.

Building Community Through Spirits: The Success Story of Moreno's Liquors & the Future of Tequila & Mezcal"

Mike Mareno is the owner of Moreno's Liquors, Osito's Tap, and MM Imports, a family-owned business that has become a cornerstone of the Little Village community in Chicago. Over the past three years, he has successfully grown his companies, introducing a tequila and mezcal selection that has become the largest in the nation, with over 950 varieties.

"A community-centric approach has made our business not only a commercial success but a hub for cultural exchange and support," he said. "By adapting to the changes and working on more partnerships, we've been able to stay ahead of the market and continue to grow while many others struggle."

Mike will share his story and offer attendees a range of Tequila & Mezcal samples, while offering expert commentary on the products.

How to Maximize City Hive

MMBA Members across the state are having great success utilizing City Hive for their website and e-commerce.

This will not be a sales seminar.

It will be an opportunity to explore and better utilize the program's features.

There will also be great educational tasting dinners, a Beverage Alcohol Server Training, Vendor Showcase and time to have fun & develop relationships with other attendees & industry representatives.

MMBA friend Glen Mason & a special Minnesota Vikings guest will also be there!

Retail Merchandising Program

Reach the goal with your packaged ice sales, and the Premium Cocktail Ice merchandiser is rent-free.

Add our Premium Cocktail Ice products to the Ace Ice packaged ice products you currently sell, and you become eligible for a rent-free merchandiser to showcase the Premium Cocktail Ice cubes.

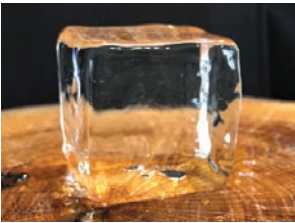
**Annual Packaged Ace Ice purchase of 30,000lbs:
Premium Cocktail Ice merchandiser is rent-free.**

Annual packaged ice purchase less than 30,000lbs:
Merchandiser is \$39.00/month.*

*Plus tax and \$75.00 delivery fee.



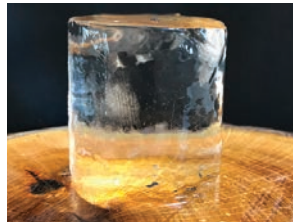
The most talked-about ice: Bring it on board to add a new dimension to your business.



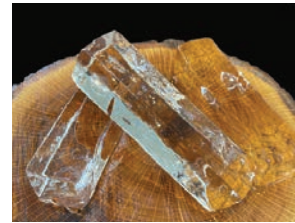
Cocktail Square Cubes
No. 10051
10-count



Cocktail Spheres
No. 10052
5-count



Cocktail Cylinders
No. 10053
6-count



Cocktail Rods
No. 10056
5-count



Cocktail Shards
No. 10050
3.5lb



Showcase Your Premium Cocktail Ice

Avantco top-load freezer:

- Aluminum interior/powder-coated steel exterior
- LED lighting
- 26.125in W x 28.125in D x 34.5in H



For more information, contact
Joe Johnson at 612.824.0745



2025 MMBA Conference Schedule of Events *(Subject to Change)*

Friday, April 25

3:00 PM – 6:00 PM = Registration (**Lake La Homme Dieu / Carlos**)

6:30 PM – 8:30 = Dinner (Optional) with Southern Wine & Spirits (**Lake Itasca / Vermillion**)

Saturday, April 26

8:00 AM – 6:00 PM = Registration Hosted by Anheuser Busch & Phillips Distilling
(**Lake La Homme Dieu / Carlos**)

8:00 AM – 5:00 PM = Boot Camp (**Lake Nokomis**)

11:30 AM – 1:00 PM = Lunch & Mini Golf with Anheuser-Busch (**Lower Conference Center**)

3:00 PM– 3:55 PM = How to Maximize City Hive Features (**Lake Itasca / Vermillion**)

4:05 PM – 5:00 PM = Exploring Japanese Spirits (**Lake Itasca / Vermillion**)

6:00 PM – 7:00 PM = Cocktail Hour with Vinocopia Spirits (**Lower Conference Center**)

7:00 PM – 8:30 PM = Gourmet Wine Dinner with Vinocopia Wine (**Lower Conference Center**)

8:30 PM = Bottle (Beer) Share with Revolution Brewing (**Lower Conference Center**)

Sunday, April 27

7:00 AM = Morning Walk with Tom Agnes (**Front Lobby**)

7:00 AM – 8:30 AM = Breakfast (**Lower Conference Center**)

8:00 AM – 1:00 PM = Registration (**Lake La Homme Dieu / Carlos**)

8:30 AM – 10:00 AM = Alcohol Awareness Training (**Lake Nokomis**)

9:00 AM – 10:00 AM = View from City Hall (**Lake Itasca / Vermillion**)

10:15 AM – 11:15 AM = THC / Cannabis Update (**Lake Itasca / Vermillion**)

11:30 AM – 12:30 PM = Category Insights & Analytics (**Lake Itasca / Vermillion**)

12:45 PM – 1:45 PM = Lunch (**Lower Conference Center**)

2:00 PM – 5:30 PM = Vendor Showcase (**Tennis Center**)

6:30 PM – 7:30 PM = Cocktails (**Lower Conference Center**)

7:30 PM – 8:30 PM = Dinner with Trincherero (**Lower Conference Center**)

9:00 PM – 11:00 PM = Game Shows / Bean Bags with Wine Merchants / Music
(**Tennis Center / Lower Conference Center**)

Monday, April 28

7:00 AM = Morning Walk with Tom Agnes (**Front Lobby**)

7:00 AM – 8:30 AM = Breakfast (**Lower Conference Center**)

8:45 AM – 10:00 AM = Featured Speaker Chris Hawkey (**Lake Itasca / Vermillion**)

10:15 AM – 11:15 AM = Serving Up a Better Memory (**Lake Itasca / Vermillion**)

Noon – 1:00 PM = Lunch with Schell's (**Lower Conference Center**)

1:15 PM – 2:15 PM = Building Community Through Spirits (**Lake Itasca / Vermillion**)

3:00 PM – 5:00 PM = Relationship Building with MolsonCoors, Minnesota Viking Guest
& MMBA Friend Glen Mason
(**Garden Center Bowl – Bus Leaves @ 2:45 PM from Arrowwood Main Door**)

6:00 PM – 7:00 PM = Cocktail Hour (**Lower Conference Center**)

7:00 PM – 8:30 PM = Ste. Michelle Wine Estates Sports Themed Dinner
(**Lower Conference Center**)

8:30 PM – 9:30 PM = Awards (**Lower Conference Center**)

Tuesday, April 29

7:00 AM – 8:30 AM = Breakfast (**Lower Conference Center**)

8:45 AM – 10:15 AM = MMBA Annual Meeting, Elections, & Industry Discussions
(**Lake Itasca / Vermillion**)


11:00 AM = Home (**Trains, Planes & Automobiles**)



“NO FLAVORS. JUST
VODKA-FLAVORED
VODKA”

-Tito



Tito's

Handmade
VODKA
AUSTIN ★ TEXAS

BACK BY REQUEST!!!!



2025 MMBA BOOT CAMP • Saturday, April 26, 2025, 8 AM – 5:30 PM
Arrowwood Resort – As a part of the 2025 MMBA Conference

For new Municipal Liquor Managers, Assistant Managers, City Administrators, Council Members, and seasoned personnel who want to brush up on their knowledge. Boot Camp covers the “basics” of liquor operations. This event is designed to provide individual facility analysis and goal setting. All participants will leave with 12 specific items to improve facility operations!

Each attendee MUST bring:

- Drawing of facility layout and photos to help describe configuration and general product placement. (i.e., A “top to bottom” photo of products on the shelf and in the cooler, displays, check-out area, on-sale area including general seating, bar area, pull tabs dispensing, kitchen etc. All sides of the external building and their relationship to streets and parking, storage area etc. In short, photos to help describe the facility to someone who has never been there.)
- ITEMIZED income / expense reports for the last 3 years
- WRITTEN description of community and demographics
- WRITTEN description of council makeup and general attitudes
- WRITTEN analysis of competition
- WRITTEN completion of attached employee management assessment

Please contact the MMBA Office if you have questions:

763-572-0222 or 866-938-3925 or kaspszak@outlook.com

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BREAKTHRU
BEVERAGE
MINNESOTA

2025 MMBA Boot Camp Employee Management Assessment

List the ten most important things you need your employees to know and skills you need them to have. *(Do not worry if the employees already know these things, just write down what's important.)*

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Now, from the list above, which item is the single most important thing your employees need to know?

What are the most difficult concepts/tasks for you to teach employees? For each item you list, indicate why you think this is difficult. (These can be items that are on the list above, or items that are not on this list but are still hard to teach employees.)

What are the skills that your employees pick up fastest/very quickly?

List the five types of problems/issues that happen in your store that you'd like employees to be able to handle better (example: selling up, dealing with fake IDs, robberies, answering customer questions about the products, merchandising/displays, opening and closing the register)?

1. _____
2. _____
3. _____
4. _____
5. _____

What's one thing that your employees handle fine right now and you don't see a need for them to learn more about?

What is the first thing you teach employees?

What is the most frequent question your employees ask you?

What's the one thing that you have to keep reminding your employees about again and again?

Describe some of the following characteristics of your part time employees:

	Poor	Fair	Excellent
Education level			
English proficiency			
Reading level			
Computer literacy			
Math skills			
Customer service skills			
Knowledge of product			
Motivation/initiative level			



TOP 100 SPIRITS
"BEST BUY"
92
POINTS

WINE ENTHUSIAST
BUYING GUIDE



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AND GET ZING ZANG ON US

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OF TIGHTLINE VODKA (1.75Ls)

GET TWO FREE CASES
OF ZING ZANG (24 1L bottles)

OFFER PRICE:
\$121.50/case of
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4% OF ALL TIGHTLINE PROFITS
SUPPORT CLEAN RIVERS,
LAKES AND STREAMS

**Minnesota Municipal Beverage Association Annual Conference
April 26 – April 29, 2025
Arrowwood Resort – Alexandria, Minnesota**

Please Complete and Send to MMBA

Business Name _____

Conference
Attendee(s): _____

Guest (Meals only participant):

Street _____

City _____ St _____ Zip _____

Day Phone (____) _____

E-Mail _____

Arrive/Depart Dates: ___/___ to ___/___ #Nights _____

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

Explain: _____

MAKE CHECK PAYABLE, AND SEND TO:

**Minnesota Municipal Beverage Association
PO Box 32966
Minneapolis, MN 55432
763-572-0222 * 866-938-3925
kaspszak@outlook.com**

PAY BY CREDIT CARD

**Please request an electronic credit card invoice
kaspszak@outlook.com**



ALL INCLUSIVE PACKAGE:

Includes three nights of lodging April 26 through April 29, registration and all meals

_____ \$769 *Best Deal!*

Check Here if Attending Saturday Boot Camp

(No Additional Charge)

ALA CARTE MENU:

Registration: *(Does Not Include Meals)*

_____ \$180 Member

_____ \$135 Member
(Early Bird if received by April 15)

_____ \$350 Non-Member

Standard Room \$140 per night:

(Cost is per night, not per person)

_____ Friday, April 25 _____ Saturday, April 26

_____ Sunday, April 27 _____ Monday, April 28

Meals:

_____ Friday Dinner (\$50.00)

_____ Saturday Lunch (\$26.00)

_____ Saturday Dinner (\$55.00)

_____ Sunday Breakfast (\$20.00)

_____ Sunday Lunch (\$26.00)

_____ Sunday Dinner (\$50.00)

_____ Monday Breakfast (\$20.00)

_____ Monday Lunch (\$26.00)

_____ Monday Dinner (\$50.00)

_____ Tuesday Breakfast (\$20.00)

Total Payment: _____



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Mike
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Conecuh Brands

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Crow River Winery

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E-mail: crowriverwinery.com

Crystal Springs Ice

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E-mail: crowriverwinery.com

Dahlheimer Beverage

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Driftless Extracts

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www.craftyfeel.com

Greenwize Energy Solutions

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Rémy Cointreau

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Retail Information Technology Enterprises

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E-mail: sales@rite.us

Royal Wine Corporation

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E-mail: mpurinton@kedem.com

Scarlet Red Vodka

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E-mail: info@scarletredvodka.com

Scenic Sign Corporation

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Shiner Beer

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Southern Glazer's

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Stan Morgan & Associates

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E-mail: kyle.benjamin@thewinegroup.com

Total Register Systems, Inc.

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