

**PENNSYLVANIA LIQUOR CONTROL BOARD**  
**MEETING MINUTES**

**WEDNESDAY, OCTOBER 8, 2014**

**NORTHWEST OFFICE BUILDING, CONFERENCE ROOM 117, HARRISBURG, PA**

Joseph E. "Skip" Brion, Chairman  
Robert S. Marcus, Board Member  
Tim Holden, Board Member  
John E. Metzger, Executive Director  
John Stark, Board Secretary

[Office of Chief Counsel](#)  
[Bureau of Licensing](#)  
[Bureau of Human Resources](#)  
[Bureau of Purchasing and Contracting](#)

[Bureau of Retail Operations](#)  
[Bureau of Product Selection/Marketing](#)  
[Financial Report](#)  
[Other Issues](#)

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**PUBLIC MEETING – 11:00 A.M**

Board Secretary John K. Stark indicated that a quorum of the Board was present and Chairman Brion called the meeting to order.

**CALL TO ORDER** ..... *Chairman Brion*

Pledge of Allegiance to the Flag

**OLD BUSINESS**..... *Secretary Stark*

A. Motion to approve the previous Board Meeting Minutes of the September 24, 2014 meeting.

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously approved (3-0 vote) previous Board Minutes.

**PUBLIC COMMENT ON AGENDA ITEMS**

There was no comment on the printed agenda items.

**NEW BUSINESS**

*From the Office of Chief Counsel* ..... *Faith Smith Diehl, Chief Counsel*

(1) **Annville Township**  
Case No. 14-NE-15

Municipal Petition for Noise Exemption

Note: Board Minutes are not officially approved until all required signatures are affixed.

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Noise Exemption from November 2, 2014 to November 2, 2017.

(2) **Transferor: Wise Guys Bar and Grill, LLC**  
65 Connell Street  
Old Forge, Pennsylvania 18518-1466  
Restaurant Liquor License No. R-10600  
LID 66154

Application for Conversion of  
Suspension to Fine

**Transferee: O'Grady, LLC**  
113 Van Brunt Street  
Moscow, Pennsylvania 18444-9254  
Restaurant Liquor License No. R-10600  
LID 69719

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Conversion of Suspension to a Fine of \$173.00.

(3) **Checkers Bistro, LLC**  
300-308 W. James Street  
Lancaster, Pennsylvania 17603-2912  
R-9338 / LID 58075  
Citation No. 13-0290

Administrative Law Judge Appeal

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Dismiss *Nunc Pro Tunc* Appeal and Affirm ALJ.

(4) **Checkers Bistro, LLC**  
300-308 W. James Street  
Lancaster, Pennsylvania 17603-2912  
R-9338 / LID 58075  
Citation No. 13-0839

Administrative Law Judge Appeal

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**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Dismiss *Nunc Pro Tunc* Appeal and Affirm ALJ.

(5) **Pennsylvania Liquor Control Board** Proposed Regulatory Change  
Agency Number 54 / ID Number 81  
Defining “Exhausted Reasonable Means” in Economic  
Development License Applications  
Norina K. Blynn and Rodrigo J. Diaz

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Proposed Regulatory Change.

*From the Bureau of Licensing* ..... *Jerry Waters, Director of Regulatory Affairs*  
*Tisha Albert, Director, Bureau of Licensing*

(1) **10/09 Kitchen, LLC** “Intermunicipal” Double  
**t/a 10/09 Kitchen** Transfer – Restaurant  
R-19695 (LID No. 69620) Case No. 14-9125  
132-126 East Pitt Street  
Bedford, Bedford County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Transfer.

(2) **Molly Pitcher Brewing Company** New – Brewery & Brew Pub  
G-531/GP-531 (LID Nos. 69203/69206) Case No. 14-9109  
10 East South Street  
Carlisle, Cumberland County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve New Brewery and Brew Pub Licenses.

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- (3) **R & G, Inc.** Notice of Change in Business  
**t/a Lefty's in the Strip** Structure – Restaurant  
R-19951 (LID No. 56072) Case No. 14-9078  
2021 Penn Avenue  
Pittsburgh, Allegheny County

**Motion Made:** Board Member Marcus  
**Seconded:**

**Board Decision:** Hold by Board Member Marcus for a Conditional Licensing Agreement.

- (4) **Gemini, LLC** Conditional Licensing Agreement  
**t/a Bahama Mama's Nightclub** Renewal – District 4  
R-16086 (LID No. 60130) Case No. 14-9080  
1221 Airport Road  
Allentown, Lehigh County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Conditional Licensing Agreement.

- (5) **Girnar Corporation** Renewal – District 4  
**t/a Fairway Beverage**  
D-3168 (LID No. 60839) Case No. 14-9066  
Fairway Shopping Center  
1825 South Limekiln Pike  
Upper Dublin Township  
Dresher, Montgomery County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Existing Conditional Licensing Agreement.

- (6) **Jones' Corner, Inc.** Conditional Licensing Agreement  
R-15789 (LID No. 25382) Case No. 14-9044 Renewal – District 2  
428 Harrisburg Street  
Swatara Township  
Steelton, Dauphin County

**HOLD – 6/25/14 SESSION**

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**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with New Conditional Licensing Agreement.

- (7) **La Solidarite Association Branch No. 1** Renewal – District 6  
C-1013 (LID No. 789) Case No. 14-9098  
345 Center Avenue  
McDonald, Washington County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal with Existing Conditional Licensing Agreement.

- (8) **Murphy's Crossing, Inc.** Renewal – District 6  
**t/a Corner Bar & Grill**  
R-15452 (LID No. 64116) Case No. 14-9095  
142-144-148 South Arch Street  
Connellsville, Fayette County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve Renewal.

- (9) **New Long Lane Pizza, Inc.** Renewal & Amusement Permit –  
R-18668 (LID No. 42841) Case No. 13-9204 District 11  
259 Long Lane  
Upper Darby Township  
Upper Darby, Delaware County

**Motion Made:** Board Member Marcus  
**Seconded:**

**Board Decision:** Hold by Board Member Marcus for a Conditional Licensing Agreement.

- (10) **Charles R. Shutterly** Renewal – District 6  
**t/a Ray's Place Hotel Bar and Restaurant**  
H-4041 (LID No. 27375) Case No. 14-9101  
864 Meldon Avenue  
Donora, Washington County

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**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Refuse Renewal.

(11) **Jim Laye’s Tavern, Inc.** New Tavern Gaming License  
**t/a Jim’s Tavern**  
R-18837 (LID No. 26644)  
200 West Madison Street  
Greencastle, Franklin County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve New Tavern Gaming License.

(12) **Sub-Bowl, Inc.** New Tavern Gaming License  
**t/a Alley Oops! Sports Bar & Grill**  
R-11919 (LID No. 48294)  
1945 South Queen Street  
York Township  
York, York County

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve New Tavern Gaming License.

*From the Bureau of Human Resources ..... Jennifer Haas, Director of Human Resources*

- (1) **Robert Charles – Affirm Removal Action**
- (2) **Joseph Clark – Removal Action**
- (3) **Alexander Fraum – Affirm Removal Action**
- (4) **Clenton Holloway – Removal Action**
- (5) **Sarah Hyson – Affirm Removal Action**
- (6) **Lauren McKiernan – Affirm Removal Action**
- (7) **Sarah Oetzel – Removal Action**

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**(8) Nicole Velez – Affirm Removal Action**

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Personnel Actions.

*From the Bureau of Purchasing and Contracting .....August Hehemann, Chief Financial Officer  
Melinda John, Director, Bureau of Purchasing & Contracting*

- (1) **Security Guard Services** – PO 63012203 Amendment – **VENDOR:** St. Moritz Security Services, Inc. – Amend PO 63012203 to add additional hours due to changes in guard hours for Store #2208 – \$20,313.00 estimated cost.
- (2) **Media Services** – DGS Statewide Contract – **VENDOR:** Harmelin & Associates, Inc. – **TERM:** Nine (9) months – The 2014/2015 alcohol-education campaign will use TV and radio PSA’s to promote the PLCB’s alcohol education social responsibility message from our “Call the Shots” campaign geared toward 21 to 29 year olds – \$644,010.00 estimated cost. |

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Purchasing & Contracting matters.

*From the Bureau of Retail Operations .....Charlie Mooney, Director of Retail Operations*

- 1. **#0207 – One Oxford Centre, 320 Smithfield Street, Pittsburgh  
Exercise Option**
- 2. **#4401 – 129 South Main Street, Lewistown  
Exercise Option**
- 3. **#6511 – 4627 Route 51, Suite 520, Belle Vernon  
Exercise Option**
- 4. **#6517 – 5280 Route 30, Suite 4, Greensburg  
Exercise Option**
- 5. **#6524 – 321 Tri-County Lane, Belle Vernon  
Exercise Option**
- 6. **#0601 – 537 Penn Street, Reading  
Amendment**
- 7. **#9703 – 914 North 3<sup>rd</sup> Street, Harrisburg  
Parking Lot Agreement**

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**8. #6702 – 150 Newberry Commons, Etters  
Closing Recommendation (to be Replaced by #6715)**

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Retail Operations Actions.

*From the Bureau of Product Selection/Marketing .....Dale Horst, Director of Marketing/Merchandising  
Pam Bernd, Chief of Product Selection*

**1. Cost Increases - October 2014**

PRODUCT(S):

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>PRESENT</u>		<u>PROPOSED</u>	
		<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
<u>NORTH WALES WINES</u>					
8497	New Amsterdam Pineapple Flavored Vodka				
	1.75 L, 6 Units Per Case	\$70.14	\$23.99	\$85.62	\$23.99
	Velocity Code: D Cost Per Unit:	11.69		14.27	

EFFECTIVE DATES: The proposed cost will become effective October 26, 2014.

**2. New Items - Recommended Listings**

<u>BRAND DESCRIPTION</u>	<u>REASON</u>	<u>SIZE</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>PARK STREET IMPORTS</u>					
Kinsey 7 yr Whiskey	1	750 mL	\$149.22	\$ 24.87	\$ 39.99
Kinsey Rye Whiskey	1	750 mL	\$110.46	\$ 18.41	\$ 29.99



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**New Items – Recommended Listings  
Reason Codes**

1. Strong marketing support
2. High brand recognition
3. Line/Size extension of successful brand
4. Trade up opportunity
5. Growing category
6. Growing segment
7. National rollout
8. Niche item / Limited distribution
9. High dollar profit potential
10. Trade out
11. High quality for the value
12. Innovative product/flavor
13. High sales through other PLCB channels (Luxury, Online, SLO)
14. Underrepresented category/segment
15. Hole in selection – consumer/store requests

**3. One Time Buy - Recommend Approval**

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>DIAGEO AMERICAS INC</u>				
Captain Morgan Original Spice Penguins Pack	750 mL	\$127.32	\$10.61	\$17.99

**4. Retail Price Adjustment**

<u>PRODUCT(S):</u>		<u>PRESENT</u>		<u>PROPOSED</u>	
<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
<u>KOBRAND CORP</u>					
30990	Delamain Pale And Dry Xo Cognac				
	750 ML, 6 Units Per Case	\$338.28	\$89.99	\$375.66	\$99.99
	Velocity Code: C Cost Per Unit:	56.38		62.61	

EFFECTIVE DATES: The proposed cost will become effective November 30, 2014 and the proposed retail prices will become effective November 30, 2014.

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## 5. Chairman's Advantage Items - Recommended Approvals

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>A W Direct</u>				
Talbingo Hill Shiraz South Eastern Australia 2014	750ML	\$42.24	\$3.52	\$6.99
Bootstrap Zinfandel Lodi 2013	750ML	\$53.40	\$4.45	\$8.49

## 6. Chairman's Advantage Items - Recommended Approvals Revisions

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>Capital Wine &amp; Spirits</u>				
Castello di Gabbiano Solatio Rosso 2012	750ML	\$49.80	\$4.15	\$7.99

## 7. Chairman's Selection Items - Recommended Approval

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<u>Southern Wine and Spirits of PA</u>				
Clos du Val Sauvignon Blanc Napa Valley 2013	750ML	\$81.00	\$6.75	\$11.99

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## 8. Luxury One Time Buy Items - Recommended Approvals

<u>BRAND DESCRIPTION</u>	<u>VINTAGE</u>	<u>SIZE</u>	<u>CASE COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<b><u>American Estates Wines, Inc.</u></b>					
Mount Eden Vineyard Domaine Eden Pinot Noir	Current	750 ML	\$243.60	\$20.30	\$32.99
<b><u>Barsotti Wines</u></b>					
Venturini Semonte Alta Valpolicella Ripasso	Current	750 ML	\$194.04	\$16.17	\$26.99
<b><u>Boordy Vineyards</u></b>					
Seyval Chardonnay Vidal White Blend	Current	750 ML	\$75.84	\$6.32	\$11.99
<b><u>Capital Wine &amp; Spirits</u></b>					
Pacific Rim Dry Riesling Selenium Vineyard	Current	750 ML	\$52.08	\$8.68	\$14.99
Pacific Rim Gewurztraminer Twin Vineyards	Current	750 ML	\$52.08	\$8.68	\$14.99
Toscana Centine Rosso	Current	5 L	\$55.26	\$55.26	\$87.99
Burgess Napa Syrah	Current	750 ML	\$104.16	\$8.68	\$14.99
Christopher Cordier Macon Vieilles Vignes	Current	750 ML	\$212.64	\$17.72	\$28.99
Lamiabile Brut Grand Cru	NV	750 ML	\$429.48	\$35.79	\$56.99
Michel & Stephanie Ogier Syrah d'Ogier	Current	750 ML	\$142.92	\$11.91	\$19.99
<b><u>CBL Wine Company, LLC.</u></b>					
Leo Hillinger Blaufrankisch	Current	750 ML	\$142.80	\$11.90	\$19.99
Andau Zweigelt	Current	750 ML	\$88.56	\$7.38	\$12.99
<b><u>David Bowler Wine</u></b>					
Terres Dorees Beaujolais Nouveau	Current	750 ML	\$113.04	\$9.42	\$16.99
Famille Iche Pays d'Herault IGP Les Heretiques	Current	750 ML	\$77.04	\$6.42	\$11.99
<b><u>Deschere's Selected Wines &amp; Spirits</u></b>					
Artesana Tannat	Current	750 ML	\$111.96	\$9.33	\$15.99
<b><u>Grapes &amp; Barley, LLC dba G&amp;B Importers</u></b>					
Bulgariana Thracian Valley Cabernet Sauvignon	Current	750 ML	\$81.00	\$6.75	\$11.99
<b><u>Kobrand Corp</u></b>					
St Francis Sonoma Cabernet Sauvignon	Current	750 ML	\$127.44	\$10.62	\$17.99
Tenuta Setto Pontil ORENO	Current	750 ML	\$342.12	\$57.02	\$89.99

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**Majestic Wine & Spirits USA**

Amarone Cinque Stelle	Current	750 ML	\$199.26	\$33.21	\$52.99
Belles Grives Morgon	Current	750 ML	\$119.64	\$9.97	\$16.99
Domaine De la Vigne Romaine	Current	750 ML	\$158.40	\$13.20	\$21.99
Georges Duboeuf Brouilly	Current	750 ML	\$104.16	\$8.68	\$14.99
Domaine Desmures Chiroubles	Current	750 ML	\$119.64	\$9.97	\$16.99
Georges Duboeuf Domaine des Quatre Vente Fleurie	Current	750 ML	\$152.89	\$12.74	\$19.99
Clos Pegase Merlot	Current	750 ML	\$166.20	\$13.85	\$22.99
Clos Pegase Pinot Noir	Current	750 ML	\$220.32	\$18.36	\$29.99

**Moet Hennessy USA Inc.**

DP Rose 2003 3 750ml Metamorphosis GB VAP	Current	750 ML	\$647.88	\$215.96	\$299.99
Newton Chardonnay	Current	750 ML	\$142.92	\$11.91	\$19.99

**Monsieur Touton Selections LTD**

Chateau Bellevue La Randee	Current	750 ML	\$88.08	\$7.34	\$12.99
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**Southern Wine and Spirits of PA**

Garnet Vineyards Pinot Noir	Current	750 ML	\$104.16	\$8.68	\$14.99
Scharffenberger Brut Excellence	NV	750 ML	\$127.44	\$10.62	\$17.99
Dry Creek Vineyard Heritage Vines Zinfandel	Current	750 ML	\$127.44	\$10.62	\$17.99
Famiglia Pasqua Passimento Rosso	Current	750 ML	\$59.76	\$9.96	\$16.99
Nickel and Nickel Winery Hayne Vineyard Cabernet Sauvignon	Current	750 ML	\$342.54	\$57.09	\$89.99
Nickel and Nickel Winery Branding Iron Vineyard Cabernet Sauvignon	Current	750 ML	\$342.54	\$57.09	\$89.99
Domaine Armand Rousseau Gevrey-Chambertin 1er Cru Clos St Jacques	Current	750 ML	\$1,295.40	\$215.90	\$299.99
Domaine Armand Rousseau Clos de la Roche Grand Cru	Current	750 ML	\$906.48	\$151.08	\$214.99
Domaine Armand Rousseau Chambertin-Clos de Beze Grand Cru	Current	750 ML	\$1,867.44	\$311.24	\$424.99
Domaine Armand Rousseau Chambertin Grand Cru	Current	750 ML	\$1,867.44	\$311.24	\$424.99

**The Wine Merchant, LTD**

Graham's Special Old Vines Edition "Six Grapes" Porto	NV	750 ML	\$148.92	\$24.82	\$39.99
Steak House Cabernet Sauvignon	Current	750 ML	\$73.20	\$6.10	\$10.99
Quilceda Creek Cabernet Sauvignon	Current	750 ML	\$1,657.80	\$138.15	\$197.99
Bertani Valpolicella Ripasso	Current	750 ML	\$181.68	\$15.14	\$24.99
Bertani 'Le Quaiare' Lugana	Current	750 ML	\$100.50	\$16.75	\$27.49
Bertani Valpolicella	Current	750 ML	\$104.16	\$8.68	\$14.99
Bertani 'Sereole' Soave	Current	750 ML	\$55.98	\$9.33	\$15.99
Pfaffl St Laurent Altenberg Vineyard	Current	750 ML	\$100.50	\$16.75	\$27.49
Pfaffl Gruner Veltliner Zeiseneck	Current	750 ML	\$55.98	\$9.33	\$15.99

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**Vine St. Imports**

Locations "CA3"	NV	750 ML	\$180.00	\$15.00	\$24.99
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**Vintage Imports Inc.**

Vina Real Crianza Rioja	Current	750 ML	\$111.91	\$9.33	\$15.99
Vina Herminia Tempranillo Rioja	Current	750 ML	\$57.67	\$4.81	\$8.99
Vina Herminia Blanco Rioja	Current	750 ML	\$57.67	\$4.81	\$8.99

**ViVino Selections**

Portada Winemaker's Selection Tinto	Current	750 ML	\$65.16	\$5.43	\$9.99
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**Weygandt Metzler Importing**

San Giovanni Prosecco Superiore DOCG Brut Valdobbiadene	NV	750 ML	\$119.64	\$9.97	\$16.99
Mas Sorrer Monant	Current	750 ML	\$96.48	\$8.04	\$13.99
Memo Montepuiciano D'Abruzzo DOC	Current	750 ML	\$73.08	\$6.09	\$10.99

**Winebow Inc**

Domaine Foillard Beaujolais Nouveau	Current	750 ML	\$142.92	\$11.91	\$19.99
Domaine Dupeuble Beaujolais Nouveau	Current	750 ML	\$127.44	\$10.62	\$17.99
Loimer Riesling Kamptal	Current	750 ML	\$173.88	\$14.49	\$23.99

**WINEMONGER**

Winzerkeller Andau	Current	750 ML	\$103.44	\$8.62	\$14.99
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**9. Luxury Cost Change - Recommended Approvals**

PRODUCT(S):

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>VINTAGE</u>	<u>PRESENT</u>		<u>PROPOSED</u>	
			<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
<b><u>Capital Wine &amp; Spirits</u></b>						
Ghisolfi Bussia Bricco Visette	43768	2009	\$607.56	\$79.99	\$607.68	\$79.99
Cost Per Unit:			\$50.63		\$50.64	
<b><u>Monsieur Touton Selections LTD</u></b>						
Villa Jolanda Prosecco Veneto	46720	NV	\$76.92	\$11.99	\$80.04	\$11.99
Cost Per Unit:			\$6.41		\$6.67	

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## 10. Luxury Cost & Retail Change - Recommended Approvals

### PRODUCT(S):

<u>BRAND NAME AND SIZE</u>	<u>CODE</u>	<u>VINTAGE</u>	<u>PRESENT</u>		<u>PROPOSED</u>	
			<u>COST</u>	<u>RETAIL</u>	<u>COST</u>	<u>RETAIL</u>
<b><u>The Wine Merchant, LTD</u></b>						
Bonny Doon Vin Gris de Cigare	38920	2013	\$119.64	\$16.99	\$65.52	\$9.99
			\$9.97		\$5.46	
<b><u>Winebow Inc</u></b>						
Seghesio Zinfandel Sonoma	48477	2012	\$181.64	\$24.99	\$142.92	\$19.99
Cost Per Unit:			\$15.14		\$11.91	

## 11. Online Exclusive Items - Recommended Approvals

<u>BRAND DESCRIPTION</u>	<u>SIZE</u>	<u>COST</u>	<u>UNIT COST</u>	<u>RETAIL</u>
<b><u>Majestic Wine &amp; Spirits</u></b>				
Siembra Valles Tequila Blanco	750 ML	\$311.76	\$25.98	\$41.99
Tap 8 Rye Sherry Finished 8 Year Old	750 ML	\$141.48	\$23.58	\$37.99
Vicio Mezcal	750 ML	\$332.40	\$27.70	\$44.99
Bohemia Honey Plum Brandy	750 ML	\$105.60	\$8.80	\$15.99
Yeni Raki	750 ML	\$162.00	\$13.50	\$22.99
<b><u>Mountain Laurel Spirits, LLC</u></b>				
Dad's Hat Pennsylvania Rye Whiskey Barrel Select 1st Edition	750 ML	\$144.00	\$24.00	\$38.99
<b><u>Blue Coast International</u></b>				
Christophe Pichon Cote Rotie Comtesse en Cote Blond 2006	750 ML	\$288.00	\$48.00	\$77.49
Domaine de l'Espigouette Rasteau Pas du Meunier 2011	750 ML	\$120.00	\$10.00	\$17.99
Domaine de l'Espigouette Gigondas 2009	375 ML	\$493.08	\$82.18	\$124.49

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Moet Hennessy

Ardbeq Supernova Single Malt Sctoch	750 ML	\$609.78	\$101.63	\$149.99
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Capital Wine & Spirits

Breggo Cellars Pinot Noir Anderson Valley 2011	750 ML	\$282.36	\$23.53	\$37.99
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Il Palagio Casino Delle Vie 2009	750 ML	\$110.10	\$18.35	\$29.99
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Orleans Borbon Manzanilla Fina Sherry	375 ML	\$82.80	\$6.90	\$11.99
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Bethel Heights Pinot Noir Casteel Reserve 2009	750 MI	\$452.76	\$37.73	\$59.99
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Chateau la Conquete Pomerol 2004	750 ML	\$261.36	\$21.78	\$34.99
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Glenfiddich 1963 Limited Edition Single Malt Scotch	750 ML	\$376.68	\$62.78	\$99.99
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Wine Merchant

Bodegas Silvano Garcia Vina Honda Monastrell Jumilla 2012	750 ML	\$73.20	\$6.10	\$10.99
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Bodegas Abinico Eternum Viti Toro 2009	750 ML	\$127.44	\$10.62	\$17.99
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Southern Wine & Spirits

Barrow's Intense Ginger Liqueur Brooklyn	750 ML	\$121.08	\$20.18	\$33.99
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Weygandt Metzler Importing

Tramontane Cotes Catalanes Syrah Auberge du Roua 2011	750 ML	\$99.00	\$8.25	\$14.99
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Domaine de La Tour Penet Macon Perrone VV 2011	750 ML	\$130.08	\$10.84	\$18.99
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Didier Grappe CLASH NV	750 ML	\$215.04	\$17.92	\$29.99
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Domaine Saint Damien Gigondas Les Souteyrades 2011	750 ML	\$215.04	\$17.92	\$29.99
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Palateur Imports LLC

Willett Family Estate Rye Single Barrel 2 Year Old	750 ML	\$180.00	\$30.00	\$47.99
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Willett Family Estate Rye Single Barrel 6 Year Old	750 ML	\$304.02	\$50.67	\$79.99
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Willett Family Estate Rye Single Barrel 7 Year Old	750 ML	\$335.04	\$55.84	\$87.99
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Note: Board Minutes are not officially approved until all required signatures are affixed.

123 Tequila Blanco Organic	750 ML	\$154.38	\$25.73	\$42.99
123 Tequila Anejo Organic	750 ML	\$235.62	\$39.27	\$63.99
123 Tequila Reposado Organic	750 ML	\$196.98	\$32.83	\$53.99

The Colony Meadery LLC

The Colony Meadery Mo-Me-Doh Mead	375 ML	\$216.00	\$9.00	\$12.99
The Colony Meadery Beso Exotico Mead	375 ML	\$336.00	\$14.00	\$18.99
The Colony Meadery Woofiedog Hopped Mead	375 ML	\$240.00	\$10.00	\$13.99

**12. Online Cost and Retail Changes - October, 2014**

PRODUCT(S):

<u>CODE</u>	<u>BRAND NAME AND SIZE</u>	<u>PRESENT COST</u>	<u>RETAIL</u>	<u>PROPOSED COST</u>	<u>RETAIL</u>
<u>Southern Wine &amp; Spirits</u>					
34276	Jefferson's Ocean Bourbon 750 ml 6 units per case	\$327.30	\$85.99	\$342.72	\$89.99
	Cost Per Unit:	\$54.55		\$57.12	
	Increase in cost and retail Cost& Price Increase from vendor				

Blue Coast Imports

34128	Domaine Christophe Pichon Condrieu Rhone 2011 750 ml 12 units per case	\$384.00	\$51.99	\$300.00	\$40.99
	Cost Per Unit:	\$32.00		\$25.00	
	Price Decrease from vendor				
34096	Christophe Pichon Comtesse en Cote Blonde Cote Rotie 2011 750 ml 6 units per case	\$384.00	\$92.99	\$288.00	\$77.49
	Cost Per Unit:	\$58.00		\$48.00	
	Price Decrease from vendor				
31710	Christophe Pichon Comtesse en Cote Blonde Cote Rotie 2009 750 ml 6 units per case	\$336.54	\$89.49	\$288.00	\$77.49
	Cost Per Unit:	\$56.09		\$48.00	
	Price Decrease from vendor				



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Price changes effective immediately

**Motion Made:** Board Member Marcus  
**Seconded:** Board Member Holden

**Board Decision:** Unanimously agreed (3-0 vote) to Approve all Bureau of Product Selection / Marketing Actions.

**FINANCIAL REPORT** ..... *Anna Maria Kiehl, Comptroller Operations, Office of Budget*

None

**OTHER ISSUES**

Four new District Managers were introduced by Mr. Metzger.

**CITIZEN COMMENT/BUSINESS FROM THE FLOOR**

None

**NEXT BOARD MEETING**

**The next meeting of the PLCB will be a formal meeting on Thursday, October 30, 2014 beginning at 11:00 A.M. Prior to the public meeting, there will be an Executive Session to discuss matters of personnel and to engage in non-deliberative informational discussions regarding actions and matters which have been approved at previous public meetings.**

**ADJOURNMENT**

On a motion by Board Member Marcus, seconded by Board Member Holden, the meeting was adjourned.

The foregoing actions are hereby officially approved.

\_\_\_\_\_  
Chairman

\_\_\_\_\_  
Member

\_\_\_\_\_  
Member

ATTEST:

\_\_\_\_\_  
Secretary