

**OFFICE OF THE  
WASHINGTON STATE LIQUOR CONTROL BOARD  
Board Meeting Minutes – February 18, 2009**

Board Chairman Lorraine Lee called the regular meeting of the Washington State Liquor Control Board to order at 10:05 am, on Wednesday, February 18, 2009 in the boardroom, 3000 Pacific Avenue SE, Olympia, Washington. Board Member Roger Hoen was present. Board Member Ruthann Kurose was not present. This meeting was recorded.

**Potential New Listings and Rejections / Listings Review – Debi Besser**

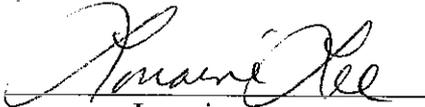
Debi Besser, Purchasing Director, made recommendations as explained in the February 18, 2009 memos (see attachment). The Board members unanimously approved the recommendations.

Listings Review - The 24 items on the attached list have been identified as products which have been listed for at least one year and have not met sales and profit expectations. Debi recommends the Board approve delisting all of the items on the list and close them out effective April 1, 2009. The Board members unanimously approved the recommendations. (see attachment)

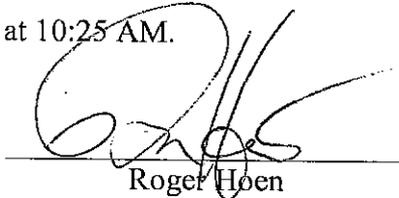
**Potential Wine One-Time-Only Purchases, One Time Only Purchases, and Potential Size Extension – Steve Burnell**

Steve Burnell made recommendations as explained in the February 18, 2009 memo (see attachment). The Board members unanimously approved the recommendations.

The Board Meeting was adjourned at 10:25 AM.



Lorraine Lee  
Board Chairman



Roger Hoen  
Board Member

Ruthann Kurose  
Board Member

**AGENDA**  
**BOARD MEETING**  
**WA STATE LIQUOR CONTROL BOARD**  
**Wednesday, February 18, 2009**  
**3000 Pacific Avenue SE**  
**Olympia, WA 98504**

**10:00 a.m.**

- 1. Purchasing Division .....Debi Besser, Purchasing Director**  
**Potential New Listings and Rejections**  
**Listing Review**
  
- 2. Purchasing Division .....Steve Burnell, Marketing Manager**  
**Potential Wine One-Time-Only, (OTO) Purchases**  
**Potential Size Extension**
  
- 3. Old Business.....Board Members**
  
- 4. New Business.....Board Members**

**Recess/Adjourn**

**WASHINGTON STATE LIQUOR CONTROL BOARD  
INTEROFFICE CORRESPONDENCE**

Date: February 18, 2009

To: Chairman Lorraine Lee  
Board Member Roger Hoen  
Board Member Ruthann Kurose

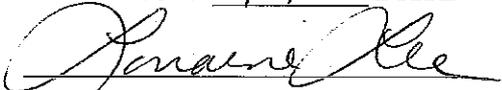
From: Debi J. Besser, C.P.M. Director of Purchasing

Subject: POTENTIAL NEW LISTINGS AND REJECTIONS

In accordance with the criteria set forth in Agency Policy #915 Listing and Delisting Liquor Products, I recommend that the Board approve the following actions.

<u>Description</u>	<u>Recommendations</u>
Absolut Mango Flavored Vodka, 750 ml (\$23.45)	List
Three Olives Triple Shot Espresso Flavored Vodka, 750 ml (\$20.95)	List
St. Germain Liqueur, 750 ml (\$34.90)	List
Firefly Sweet Tea Vodka, 750 ml (\$20.95)	List
Capt. Morgan Parrot Bay Mojito Citrus Cocktail, 750 ml (\$12.95)	Reject
Capt. Morgan Parrot Bay Mojito Mango Cocktail, 750 ml (\$12.95)	Reject
Jeremiah Weed Sweet Tea Flavored Vodka, 750 ml (\$19.95)	Reject
Tierra's Blanco USDA Certified Organic Tequila, 750 ml (\$48.95)	Reject
26000 – Raspberry Lemon Vodka, 750 ml (\$17.95)	Reject
Campo Azul Anejo Tequila, 750 ml (\$34.80)	Reject
Campo Azul Reposado Tequila, 750 ml (\$28.40)	Reject
Campo Azul Blanco Tequila, 750 ml (\$28.40)	Reject
Burnett's Sweet Tea Flavored Vodka, (\$11.45)	Reject
Tombo Soju, 750 (\$15.80)	Reject
SPYKE Platinum Sugar Free Vodka, 750 ml (\$13.95)	Reject

FOR BOARD CONCURRENCE: 2/18/09 DATE

  
\_\_\_\_\_  
  
\_\_\_\_\_

ma

cc: Pat Kohler  
Pat McLaughlin  
John Redal  
Randy Simmons  
Steve Burnell  
Meagan Renick  
Kelly Higbee  
Jeffrey James  
Cindy Doughty  
Robin Hall  
Kim Ward  
Casey Walker  
Lacinda Thomas  
Frances Munez-Carter  
Gary Hacker

WASHINGTON STATE LIQUOR CONTROL BOARD

INTEROFFICE CORRESPONDENCE

February 18, 2008

To: Chairman Lorraine Lee  
Board Member Roger Hoen  
Board Member Ruthann Kurose

From: Steve Burnell, Marketing Manager

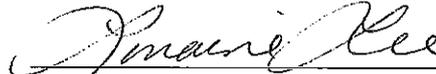
Subject: POTENTIAL SIZE EXTENSIONS

In accordance with the criteria set forth in Agency Policy #915 Listing and Delisting Liquor Products. I recommend that the Board approve listing the following size extensions.

<u>Requested Size Extension</u>	<u>Size</u>	<u>Retail Price</u>	<u>Current Average Monthly Sales 750 ml Size</u>	<u>Current Monthly Gross Profit</u>	<u>Increase</u>	<u>Category Average</u>
Crown Royal Traveler	375 ml	\$14.95	4,784	\$371,827	1.9%	3.9 %

FOR BOARD APPROVAL:

2-18-08  
DATE



cc: Pat Kohler  
Pat McLaughlin  
Debi Besser  
John Redal  
Randy Simmons  
Meagan Renick  
Kelly Higbee  
Jeffrey James  
Cindy Doughty  
Robin Hall  
Kim Ward  
Casey Walker  
Lacinda Thomas  
Frances Munez-Carter  
Gary Hacker

WASHINGTON STATE LIQUOR CONTROL BOARD

INTEROFFICE CORRESPONDENCE

Date: February 18, 2009

To: Chairman Lorraine Lee  
Board Member Roger Hoen  
Board Member Ruthann Kurose

From: Debi J. Besser, C.P.M. Director of Purchasing

Subject: LISTING REVIEW

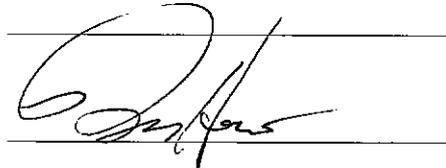
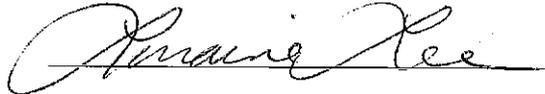
---

The 24 items on the attached list have been identified as products which have been listed for at least one year and have not met sales and profit expectations.

I recommend that the Board approve delisting all of the items on the list and close them out effective April 1, 2009.

FOR BOARD APPROVAL:

2-18-09  
DATE



ma

attachment

cc: Pat Kohler

Pat McLaughlin

John Redal

Steve Burnell

Meagan Renick

Kelly Higbee

Jeffrey James

Robin Hall

Kim Ward

Casey Walker

Lacinda Thomas

Frances Munez-Carter

Gary Hacker

<b>Brand Code</b>	<b>Description</b>	<b>Size</b>	<b>Months Listed</b>	<b>Supplier</b>
5816	Pinch 15 yr Scotch	750ml	Over 2 yrs	Diageo North America, Inc.
9546	Potter's Scotch	750 ml	Over 2 yrs	Frank-Lin Distillers Products, Ltd.
12664	Canadian Woods Canadian	375ml	Over 2 yrs	McCormick Distilling Company
15248	Windsor Canadian	1.75 L	Over 2 yrs	Beam Global Wine & Spirits
15711	Michael Collins Irish Whiskey	750ml	Over 2 yrs	Sydney Frank Importing Company Inc.
29488	Booth's Gin	1.75 L	Over 2 yrs	Diageo North America, Inc.
29728	Calvert Gin	1.75 L	Over 2 yrs	Beam Global Wine & Spirits
34153	Back in the USSR Vodka	750 ml	Over 2 yrs	Magic Spirits
34440	Iceberg Vodka	750 ml	18 months	Admiral Imports
38010	Square One Vodka	750 ml	22 months	MHW, Ltd.
35099	Nemiroff Honey Pepper Vodka	750 ml	14 months	Magic Spirits
35155	Van Gogh Acai Blueberry	750 ml	17 months	Luctor International
42793	Tommy Bahama Gold Rum	750 ml	19 months	Sydney Frank Importing Company
44468	Cruzan Citrus Rum	750 ml	24 months	Beam Global Wine & Spirits
62070	Kahlua Vanilla White Russian	4/pk	Over 2 yrs	Pernod Ricard USA
62054	Kahlua B52	4/pk	Over 2 yrs	Pernod Ricard USA
64666	Celtic Cross Irish Liqueur	750 ml	Over 2 yrs	MHW, Ltd.
64817	Danny Devito's Limoncello Liq	750 ml	12 months	Harbrew Imports
66554	Saan Soju	375 ml	Over 2 yrs	Fosco
68841	St Brendan's Irish Cream	50 ml	Over 2 yrs	Luxco, Inc.
75881	Margaritaville Lost Mango Tequila	750 ml	Over 2 yrs	Luxco, Inc.
77136	Raspberry Di Amore Liqueur	750 ml	Over 2 yrs	Constellation Spirits Inc.
82876	Dekuyper Hot Damn Liqueur (48 Proof)	750 ml	Over 2 yrs	Beam Global Wine & Spirits
87505	Gran Centenario Plata Tequila	750 ml	Over 2 yrs	MHW, Ltd.

**WASHINGTON STATE LIQUOR CONTROL BOARD  
INTEROFFICE CORRESPONDENCE**

Date: February 18, 2009

To: Chairman Lorraine Lee  
Board Member Roger Hoen  
Board Member Ruthann Kurose

From: Steve Burnell, Marketing Manager

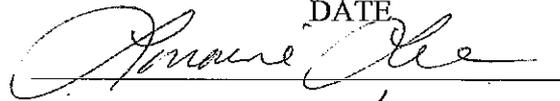
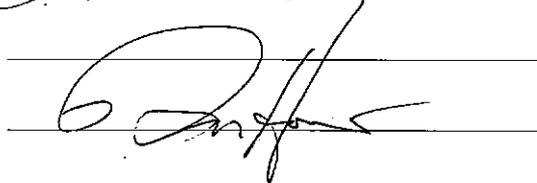
Subject: POTENTIAL ONE-TIME-ONLY WINE LISTINGS

From blind tastings, the following selections and recommendations were made by the Committee and the Purchasing Division. I recommend the Board approve the following listing actions.

The following wines are offered as a One-Time-Only purchase. The purchasing department and I recommend the Board approve the following *One-Time-Only listings*.

Wine	Region	Vintage	Retail	Size	Number of Cases
Simi Sauvignon Blanc	California	2007	\$6.99	750 ml	112 Cases
Simi Roseto	California	2007	\$6.99	750 ml	56 Cases
Estancia Zinfandel	California	2006	\$6.99	750 ml	56 Cases

FOR BOARD CONCURRENCE: 2-18-09  
DATE

cc: Pat Kohler  
Pat McLaughlin  
Debi Besser  
John Redal  
Randy Simmons  
Meagan Renick  
Kelly Higbee  
Jeffrey James  
Cindy Doughty  
Robin Hall  
Kim Ward  
Casey Walker  
Lacinda Thomas  
Frances Munez-Carter  
Gary Hacker