

**OFFICE OF THE WASHINGTON STATE
LIQUOR CONTROL BOARD MEETING**

October 6, 2004

The regular meeting of the Washington State Liquor Control Board was called to order at 9:00 a.m., on Wednesday, October 6, 2004 in the Board conference room, 3000 Pacific Avenue SE, Olympia, Washington, by Board Member Roger Hoen. Board Member Vera Ing was present. Tony Kim, Administrative Assistant to the Board summarized the minutes.

**Retail Services Division – Contract Liquor Store (CLS) Manger Appointment,
CLS #584, Ridgefield; Earl Hill, District Manger**

The Ridgefield store will be a stand-alone store located at 214 Pioneer, Ridgefield, Washington. The population of Ridgefield is approximately 2,100. This store is located 10.2 miles from Store #582 Woodland, 7.6 miles from #673 Salmon Creek and 12.8 miles from #108 Hazel Dell. The building is 1000 sq. ft. with a front sales area of approximately 520 sq. ft. It has good access for deliveries, and street parking is available.

62 applications were requested for this opening, 7 received, and 5 applicants were interviewed. The applicants were interviewed by a panel consisting of: Earl Hill, hiring District Manager, Robbi Mettler-Stern, District Manager, and Bill DiLorenzo, Audit & Loss Prevention Manager. After the interviews were conducted, the selected candidate was Scott Hughes.

Scott graduated from Colombia River High School and attended the University of Portland to achieve a Bachelor of Business Administration Degree. For the last five years Scott has owned and operated the Ridgefield Hardware Store. He has served 3.5 years with the Ridgefield Planning Commission. His wife, Cathy has twenty-one years of retail experience and will help with the store operations.

Scott plans to expand product selection. He is purchasing the building and plans to expand the hours of operation. One of Scott's goals is to provide the community with a long-term business partnership and the best in customer service. He plans to increase sales by 20% each year for 4 years. He also plans to add tobacco products by 2005.

References were checked and Scott was described as a sensible person, high energy level, extremely smart, loves community, hard worker, takes pride in job well done, integrity, faithful, great customer service, highly motivated, honest & reliable, and has excellent people skills. Therefore, Mr. Hill recommended the appointment of Scott Hughes as the new Contract Liquor Store Manager for the Ridgefield Contract Store #584, effective November 1, 2004.

Board Member Ing moved for approval. Board Member Hoen seconded the motion, and it was passed unanimously.

Purchasing Services Division – Spirit Listings and Rejections

Steve Burnell, Wine Program Manger

Based on presentations made by supplier representatives on September 23, 2004, discussions with members of the listing committee, tasting reports on product samples and other factors, Mr. Burnell recommended that the Board approve the following listing/rejection actions.

<u>Description</u>	<u>Recommendations</u>
Agavero Tequila Liqueur, 750 ml (\$29.95)	List asM
Corralejo Reposado Tequila, 750 ml (\$37.95)	List asM
Cabo Wabo Blanco Tequila, 750 ml (\$39.95)	List asM
RedEye Bloody Mary Original Flavor Cocktail Mix, 1.0 liter (\$4.29)	List as L
RedEye Bloody Mary Horseradish Flavor Cocktail Mix, 1.0 liter (\$4.29)	List as L
Kona Gold Coffee Liqueur, 750 ml (\$19.95)	Reject
Chateau Simeone Grape Brandy, 750 ml (\$17.95)	Reject
Slava Vodka, 750 ml (\$13.95)	Reject
Corralejo Anejo Tequila, 750 ml (\$54.95)	Reject
Marie Brizard Apry Apricot Liqueur, 750 ml (\$19.95)	Reject
Marie Brizard Mango Passion Liqueur, 750 ml (\$15.95)	Reject
Marie Brizard Peach Liqueur, 750 ml (\$19.95)	Reject
Corazon De Agave Blanco Tequila, 750 ml (\$45.95)	Reject
Corazon De Agave Anejo Tequila, 750 ml (\$58.95)	Reject
RedEye Bloody Mary Habanero Flavor Cocktail Mix, 1.0 liter (\$4.29)	Reject
Potter's Citrus Flavored Vodka, 750 ml (\$8.25)	Reject
Potter's Kiwi Strawberry Flavored Vodka, 750 ml (\$8.25)	Reject
Potter's Peach Flavored Vodka, 750 ml (\$8.25)	Reject
Potter's Raspberrry Flavored Vodka, 750 ml (\$8.25)	Reject
Potter's Sour Apple Flavored Vodka, 750 ml (\$8.25)	Reject
Potter's Vanilla Flavored Vodka, 750 ml (\$8.25)	Reject

Board Member Ing moved for approval. Board Member Hoen seconded the motion, and it was passed unanimously.

Purchasing Services Division – Proof Reduction

Steve Burnell, Wine Program Manger

The supplier of Caffè Lolita Imported Coffee Liqueur requested that the Board approve a proof reduction from the currently listed 48 proof to 40 proof. The supplier will no longer be producing the 48 proof product.

<u>Brand</u>	<u>Description</u>	<u>Original Proof</u>	<u>FET Savings To New Proof</u>	<u>Supplier /Case</u>	<u>Current Retail</u>	<u>Average Monthly Case Sales</u>
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072816	Caffe Lolita Coffee Liqueur 750 ml	48 proof	40 proof	\$2.57	\$9.95	122
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Mr. Burnell recommended that the Board approve the supplier’s request for the proof reduction. The Purchasing Services Division will post signage in our retail outlets notifying customers of the proof change.

Board Member Ing moved for approval. Board Member Hoen seconded the motion, and it was passed unanimously.

Purchasing Services Division – Potential New Wine Listings and Delistings

Steve Burnell, Wine Program Manger

The Wine Advisory committee has reviewed the following wines. Criteria for selections made by this panel include outstanding taste, good value, consumer interest and other factors. From blind tastings, the following selections and recommendations were made by the Committee and the Purchasing Division. Mr. Burnell recommended the Board approve the following listing actions.

Wine	Region	Vintage	Retail	Recommendation
Washington Hills Syrah		Washington	2001 \$ 4.99	List as M
Covey Run Ice Wine	375ml	Washington	2002 \$16.99	List as M
Mouton Cadet Rouge		France	2002 \$ 7.99	List as M
Mirassou Chardonnay		California	2003 \$ 8.99	List as M
Mirassou Merlot		California	2002 \$ 8.99	List as M
Salmon Harbor Cabernet Sauvignon		Washington	2002 \$ 4.99	List as M

The following wines are offered as a One-Time-Only purchase. The purchasing department and Mr. Burnell recommended the Board approve the following One-Time-Only listings.

Wine	Region	Vintage	Retail	# of Cases
Beaujolais Nouveau, George Duboeuf		France	2004 \$ 9.99	112 Cases
Beaujolais Nouveau, Joseph Drouhin		France	2004 \$ 9.99	112 Cases
Chateau Ste. Michelle Sauvignon Blanc, Horse Heaven Hills		Washington	2002 \$11.83	60 6pks
Columbia Crest Merlot, Reserve		Washington	2001 \$26.43	160 6pks
Columbia Crest Syrah, Reserve		Washington	2002 \$21.08	104 6pks
Columbia Crest Res. ed, Walter Clore		Washington	2001 \$28.21	143 6pks

Eroica Riesling		Washington	2003	\$15.99	60 6pks
Moet & Chandon White Star 4/187ml		France	NV	\$34.99	56 Cases
Sutter Home White Zinfandel 3.0L		California	2003	\$ 6.98	300 Cases

The following wines are offered to the Board in limited case quantities. The purchasing department and Mr. Burnell recommended the Board approve the following wines for “U” code listing.

Wine	Region	Vintage	Retail	# of Cases
Page Syrah		Washington	2002	\$36.47 7 Cases
Chateau Ste. Michelle Merlot, Cold Creek		Washington	2002	\$21.08 30 6pks
Chateau Ste. Michelle Artist Series Meritage		Washington	2001	\$37.24 7 6pks
Chateau Ste. Michelle Cabernet Sauv., Canoe Ridge		Washington	2001	\$18.99 15 6pks
Columbia Crest Cabernet Sauv., Reserve		Washington	2001	\$26.60 76 6pks
Snoqualmie Merlot, Reserve		Washington	2002	\$18.78 60 6pks
Col Solare Red		Washington	2001	\$49.83 10 6pks
Domaine Ste Michelle, “Lux”		Washington	1998	\$15.95 5 Cases
Ch Ste Michelle “Saint M” Riesling		Germany	2003	\$ 7.21 5 Cases
Louis Martini Cabernet Sauvignon, Sonoma County		California	2001	\$11.99 28 Cases

The Board currently lists the following wines. Based on the blind tasting OR other criteria Mr. Burnell recommended the Board DELIST the following items:

Wine	Region	Brand Code	Reason
Livingston Cellars French Colombard	California	569002	Discontinued by supplier
La Cour Pavillon White	France	240260	Discontinued by supplier
La Cour Pavillon Red	France	240135	Discontinued by supplier
MD 20/20 Grape	New York	812794	Poor Sales

Note: All listings are 750ml size unless noted otherwise.

Board Member Ing moved for approval. Board Member Hoen seconded the motion, and it was passed unanimously.

Policy, Legislative, and Media Relations Division – Teresa Berntsen, Rules Coordinator

Public Hearings

- Rules Regarding Payment of State Beer/Wine Taxes
- Rules Regarding Special Occasion Licenses for Nonprofit Organization

No comments provided during this public hearing.

The Meeting was adjourned at 9:35 A.M.