

Q2: April - June, 2020

PROOF

THE MAGAZINE FOR MINNESOTA'S LICENSED BEVERAGE RETAILERS

Enjoy
40% FEWER CALORIES
than a glass
of white wine*

Just
add
soda.

Ketel One
BOTANICAL

*Real Botanicals.
Fresh taste.*



miba.com

*Ketel One Botanical (per 1.5oz.): 73 Cals, 0g Carbs, 0g Protein, 0g Fat; White Table Wine (per 5 fl. oz., USDA AARS, National Nutrient Database May 2016): 121 Cals, 3.82 Carbs, 0.1g Protein, 0g Fat.

PLEASE DRINK RESPONSIBLY.

KETEL ONE BOTANICAL. Made With Vodka Distilled With Real Botanicals And Infused With Natural Flavors. 30% Alc./Vol. © Double Eagle Brands, B.V. Imported by Ketel One USA, Aliso Viejo, CA.

BREATHE IN BREATHE OUT

EVERY BREATH MAKES YOU FEEL CLOSER TO NATURE.
EVERY SIP MAKES NATURE FEEL CLOSER TO YOU.



BEER IN ITS

ORGANIC FORM

ENJOY RESPONSIBLY.
© 2019 Anheuser-Busch, Michelob Ultra® Pure Gold, Light Lager, St. Louis, MO
85 calories, 2.5g carbs, 0.5g protein and 0.0g fat, per 12 oz.



PROOF

PROOF is a quarterly publication owned by MLBA
St. Paul Business Center East
1983 Sloan Place • Suite #15
St. Paul, MN 55117
651-772-0910
www.mlba.com

Publishers



Jennifer Schoenzeit, President
Zipp's Liquor, Minneapolis

Clark Lingbeek, Past President / Secretary / Treasurer
Phat Pheasant Pub, Windom

Tim Mahoney, Vice President On-Sale
The Loon Cafes, Minneapolis & St. Paul

Rick Anderson, Vice President Off-Sale
France 44 Wine & Spirits, Minneapolis

Editor / Art Director / Designer

Mike Doherty

Contributing Writers

Tony Chesak Clark Lingbeek
Jennifer Schoenzeit Rick Anderson
Tim Mahoney Mike Doherty
Laura Bebo-Ekanayake

Advertising Sales

Mike Doherty
651-772-0910 proof@mlba.com

PROOF is the endorsed Publication of the Minnesota Licensed Beverage Association and is mailed to over 6,500 Minnesota Businesses licensed to sell beverage alcohol, including restaurants, taverns, ballrooms, bowling alleys, package stores, municipal liquor operations, hotels, resorts, and non-profit clubs.

PROOF is available to non-license holders at \$15 per year subscription rate.

Pre-sort standard postage paid in Albert Lea, Minnesota.

Postmaster: Send all address changes to PROOF, St. Paul Business Center East, 1983 Sloan Place • Suite #15, St. Paul, MN 55117-2004

PROOF assumes no responsibility for the opinions expressed by contributors or for the validity of claims of items reported.

© Minnesota Liquor Retailers, Inc. 2020

Q2: April-June 2020

VOLUME 33

NUMBER 2



COLUMNS

Executive Director's Report: *Carry-Out Liquor* ... 5

President's Report: *SBA Emergency Loan Program* ... 8 - 9

Past President's Report: *MN DEED Emergency Loans* ... 10 - 11

Off-Premise News: *Open Letter to MN Off-Salers* ... 12

On-Premise News: *Draft Line Maintenance During the Shutdown* ... 13

FEATURES

Allied Member Spotlight: *Center for Energy and Environment* ... 7

MLBA Member Benefits ... 16

New Product Spotlight ... 18

MLBA Member Appreciation Tasting Vendors ... 22

DEPARTMENTS

Premium Allied Members ... 7

MLBA Allied Member Directory ... 14 - 15

MLBA Membership Application ... 16

Boardhead's Bottle Talk ... 20

BULLEIT
FRONTIER
WHISKEY

....

**UNEXPECTED JULEP.
HIGH-RYE FINISH.**



MAKE YOUR RACE DAY UNTRADITIONAL WITH A
➔ **BULLEIT JALAPEÑO MINT JULEP** ➔

PLEASE DRINK RESPONSIBLY.
BULLEIT® Kentucky Straight Bourbon Whiskey, 45% Alc/Vol. The Bulleit Distilling Co., Louisville, KY.

Letter to Governor Walz Re: Take Out Beer and Wine for Shuttered On-Sale

Back in March, just a few days after the Governor's Executive Order shutting down bars and restaurants to dine-in service the MLBA sent a letter to Governor Tim Walz urging him to approve "take out liquor" for bars and restaurants.

Essentially, we believe on-sale establishments currently closed to sit-down customers should be allowed to sell beer and wine in closed containers to customers who are also purchasing a take-out food order. We also suggest several parameters for this effort.

Rest assured the Governor, his staff, and legislative leaders in the state of Minnesota know that the licensed beverage industry stands together and deeply needs assistance now and in the future.

Please help intensify this message by also sending a personal letter to Governor Walz and your legislators through this easy link. We've put together a pre-written, customizable letter that will automatically send to the right decision-makers. Please take action today to amplify this effort by going to: mlba.com/advocacy.

Customers and other supporters can also help – please send them directly to the website: www.mlba.com/advocacy to send an easy and important email. The MLBA is here to serve you.

Below is a letter we sent as a followup to the letter we sent on March 21, 2020.



— Tony Chesak
MLBA Executive Director
tony@mlba.com

April 3, 2020

Governor Tim Walz
75 Rev Dr. Martin Luther King Jr. Boulevard, Suite 130
St. Paul, MN 55155

RE: **MLBA supports temporary, safe, "Take Out" wine and beer for bars and restaurants**

Dear Governor Walz:

The Minnesota Licensed Beverage Association (MLBA) represents Minnesota's independent, family-run liquor retailers, both bars and restaurants (on-sale) and liquor stores (off-sale). Our March 21 communication noted Minnesota Licensed Beverage Association Board of Directors unanimous support for an additional emergency order seeking a **temporary, limited change to allow current on-sale alcohol retailers to sell pre-packaged wine and beer off-sale with food orders.**

We are mindful of public safety and public health, and would recommend the following guidelines:

- Bars and restaurants would be required to sell food with all take-out liquor orders,
- All alcohol sold off-sale would be in pre-packaged, closed containers. (We do not support mixed-drinks - which would change the state's "open container" laws),
- Beer sales (and seltzers, etc.) be limited to pre-packaged products, with a maximum amount of 144 oz per order. (This is the equivalent of 12 cans of 12 oz beer or 9 cans of 16 oz beer).
- Wine sales be limited to 1500 ml of wine, which is the equivalent of two bottles of 750 ml wine.

- Hard liquor (spirits) not be allowed for off-sale by bars and restaurants due to public safety concerns.
- Current rules pertaining to customer age identification would stay in effect by following current Minnesota Statutes 340a.503. No customers would be served with obvious signs of intoxication and operators would be required to follow current Minnesota Statutes 340a.502.
- This temporary provision would only be allowed until the emergency order that restricts bars and restaurants to be closed has been lifted, or as directed by further Emergency Order.

Other states have also issued executive orders allowing temporary "take out" of beer/wine, including Texas, New York, California, Maryland, Colorado, Illinois, South Carolina, New Hampshire, and more.

Midwest states are allowing temporary changes:

- Iowa temporarily authorized "take out" for pre-packaged wine and beer sales, as well as mixed drinks.
- Illinois temporarily authorized "take out" for pre-packaged wine and beer.
- Fargo and Grand Forks, ND temporarily authorized sealed wine and beer "take-out" with food.
- Wisconsin is allowing a "carry-out, in-person" basis, and no alcohol delivery is permitted.

Sincerely,

Tony Chesak
MLBA Executive Director



GOOD FRIENDS DESERVE GREAT TEQUILA

FOR THOSE WHO KNOW



THOSE WHO KNOW DRINK RESPONSIBLY.

DON JULIO Tequila. 40% Alc/Vol. © 2019 Imported by Diageo Americas, Norwalk, CT.

Center for Energy and Environment

The following article is from the newest Allied Business Member of the MLBA, Center for Energy and Environment. They can help you save money on your refrigeration systems, lighting and cooling and heating.

Programs to Help Your Store Save Energy and Money

Center for Energy and Environment (CEE) is a clean energy nonprofit and MLBA member with special expertise in energy efficiency that stretches back nearly 40 years. Working in homes, businesses, and communities, CEE discovers and deploys the most effective energy solutions to strengthen the economy and improve the environment.

Through the One-Stop Efficiency Shop® and Xcel Energy Commercial Refrigeration Efficiency program, our team can assess your store's potential for reducing energy use and provide significant rebates to help you implement recommended upgrades. Benefits of these programs include:

- Free assessments of your current equipment
- Detailed reports with recommended upgrades
- Estimated rebates, savings, and payback periods
- Help reviewing bids or finding a contractor
- Financing options
- Technical expertise
- Completion and submission of all rebate paperwork

Our team of technical experts can assess:

Refrigeration Systems

Refrigeration systems can be the main source of energy use in liquor stores. Our refrigeration experts will identify how your business can reduce energy use and cut costs. In addition, complimentary energy-saving products can be installed on the spot.

Lighting

Lighting can represent up to 30% of your energy use. Improving lighting is an easy way for businesses to cut costs and improve their space. Our lighting experts will help you choose more efficient lighting that saves you money and is specifically tailored to your needs.

Cooling and Heating

Upgrading rooftop units (RTUs) can help you quickly lower HVAC costs. Simple no-cost or low-cost repairs and adjustments can often result in significant savings that go directly to your bottom line. Our HVAC experts will identify the best way to maximize the efficiency of your RTUs.

Get started today by calling 612-244-2427 or visit: mncee.org/business.

CEE implements the One-Stop Efficiency Shop and Minnesota Commercial Refrigeration Efficiency program on behalf of Xcel Energy.



MLBA's Premium Allied Members

These members have stepped up their investment!
(See page 14-15 for all MLBA Allied Member listings.)

Platinum Member



Illinois
Casualty
Company

Howard Beck
309-793-1700
HowardB@ilcasco.com

Gold Members



Kim Brown
651-730-9803
kim@klbins.com

Jon Weaver
248-885-3025
jon@pilotgames.com



PILOT
GAMES

Silver Member



Nick Pahl
612-217-5197
npahl@sgws.com

Bronze Members

John Glenn
952-446-9262



MillerCoors



DiamondGame
A POLLARD BANKNOTE COMPANY

John Swing
612-790-0462
jswing@diamondgame.com

Paycheck Protection Program from the SBA

source: www.sba.gov

The Paycheck Protection Program provides small businesses with funds to pay up to 8 weeks of payroll costs including benefits. Funds can also be used to pay interest on mortgages, rent, and utilities.

Fully Forgiven

Funds are provided in the form of loans that will be fully forgiven when used for payroll costs, interest on mortgages, rent, and utilities (due to likely high subscription, at least 75% of the forgiven amount must have been used for payroll). Loan payments will also be deferred for six months. No collateral or personal guarantees are required. Neither the government nor lenders will charge small businesses any fees.

Must Keep Employees on the Payroll—or Rehire Quickly

Forgiveness is based on the employer maintaining or quickly rehiring employees and maintaining salary levels. Forgiveness will be reduced if full-time headcount declines, or if salaries and wages decrease.

All Small Businesses Eligible

Small businesses with 500 or fewer employees—including nonprofits, veterans organizations, tribal concerns, self-employed individuals, sole proprietorships, and independent contractors—are eligible. Businesses with more than 500 employees are eligible in certain industries.

When to Apply

Starting April 3, 2020, small businesses and sole proprietorships can



U.S. Small Business Administration

apply. Starting April 10, 2020, independent contractors and self-employed individuals can apply. We encourage you to apply as quickly as you can because there is a funding cap.

How to Apply

You can apply through any existing SBA 7(a) lender or through any federally insured depository institution, federally insured credit union, and Farm Credit System institution that is participating. Other regulated lenders will be available to make these loans once they are approved and enrolled in the program. You should consult with your local lender as to whether it is participating. All loans will have the same terms regardless of lender or borrower. A list of participating lenders as well as additional information and full terms can be found at www.sba.gov.

The Paycheck Protection Program is implemented by the Small Business Administration with support from the Department of the Treasury. Lenders should also visit www.sba.gov or www.coronavirus.gov for more information.

Paycheck Protection Program (PPP) Information Sheet And Frequently Asked Questions for Borrowers

The Paycheck Protection Program (“PPP”) authorizes up to \$349 billion in forgivable loans to small businesses to pay their employees during the COVID-19 crisis. All loan terms will be the same for everyone.

The loan amounts will be forgiven as long as:

- The loan proceeds are used to cover payroll costs, and most mortgage interest, rent, and utility costs over the 8 week period after the loan is made; and
- Employee and compensation levels are maintained.

Payroll costs are capped at \$100,000 on an annualized basis for each employee. Due to likely high subscription, it is anticipated that not more than 25% of the forgiven amount may be for non-payroll costs.

Loan payments will be deferred for 6 months.

When can I apply?

- Starting April 3, 2020, small businesses and sole proprietorships can apply for and receive

loans to cover their payroll and other certain expenses through existing SBA lenders.

- Starting April 10, 2020, independent contractors and self-employed individuals can apply for and receive loans to cover their payroll and other certain expenses through existing SBA lenders.
- Other regulated lenders will be available to make these loans as soon as they are approved and enrolled in the program.

Where can I apply?

You can apply through any existing SBA lender or through any federally insured depository institution, federally insured credit union, and Farm Credit System institution that is participating. Other regulated lenders will be available to make these loans once they are approved and enrolled in the program. You should consult with your local lender as to whether it is participating. Visit www.sba.gov for a list of SBA lenders.

Who can apply? All businesses – including nonprofits, veterans organizations, Tribal busi-

ness concerns, sole proprietorships, self-employed individuals, and independent contractors – with 500 or fewer employees can apply. Businesses in certain industries can have more than 500 employees if they meet applicable SBA employee-based size standards for those industries.

For this program, the SBA’s affiliation standards are waived for small businesses (1) in the hotel and food services industries; or (2) that are franchises in the SBA’s Franchise Directory ; or (3) that receive financial assistance from small business investment companies licensed by the SBA. Additional guidance may be released as appropriate.

What do I need to apply? You will need to complete the Paycheck Protection Program loan application and submit the application with the required documentation to an approved lender that is available to process your application by June 30, 2020.

What other documents will I need to include

in my application? You will need to provide your lender with payroll documentation.

Do I need to first look for other funds before applying to this program?

No. We are waiving the usual SBA requirement that you try to obtain some or all of the loan funds from other sources (i.e., we are waiving the Credit Elsewhere requirement).

How long will this program last? Although the program is open until June 30, 2020, we encourage you to apply as quickly as you can because there is a funding cap and lenders need time to process your loan.

How many loans can I take out under this program? Only one.

What can I use these loans for? You should use the proceeds from these loans on your:

- Payroll costs, including benefits;
- Interest on mortgage obligations, incurred before February 15, 2020;
- Rent, under lease agreements in force before February 15, 2020; and
- Utilities, for which service began before February 15, 2020.

What counts as payroll costs? Payroll costs include:

- Salary, wages, commissions, or tips (capped at \$100,000 on an annualized basis for each employee);
- Employee benefits including costs for vacation, parental, family, medical, or sick leave; allowance for separation or dismissal; payments required for the provisions of group health care benefits including insurance premiums; and payment of any retirement benefit;
- State and local taxes assessed on compensation; and
- For a sole proprietor or independent contractor: wages, commissions, income, or net earnings from self-employment, capped at \$100,000 on an annualized basis for each employee.

How large can my loan be? Loans can be for up to two months of your average monthly payroll costs from the last year plus an additional 25% of that amount. That amount is subject to a \$10 million cap. If you are a seasonal or new business, you will use different applicable time periods for your calculation. Payroll costs will be capped at \$100,000 annualized for each employee.

How much of my loan will be forgiven? You will owe money when your loan is due if you use the loan amount for anything other than payroll costs, mortgage interest, rent, and utilities payments over the 8 weeks after getting the loan. Due to likely high subscription, it is anticipated that not more than 25% of the forgiven amount may be for non-payroll costs.

You will also owe money if you do not maintain your staff and payroll.

- Number of Staff: Your loan forgiveness will be reduced if you decrease your full-time employee headcount.
- Level of Payroll: Your loan forgiveness will also be reduced if you decrease salaries and wages by more than 25% for any employee that made less than \$100,000 annualized in 2019.
- Re-Hiring: You have until June 30, 2020 to restore your full-time employment and salary levels for any changes made between February 15, 2020 and April 26, 2020.

How can I request loan forgiveness? You can submit a request to the lender that is servicing the loan. The request will include documents that

verify the number of full-time equivalent employees and pay rates, as well as the payments on eligible mortgage, lease, and utility obligations. You must certify that the documents are true and that you used the forgiveness amount to keep employees and make eligible mortgage interest, rent, and utility payments. The lender must make a decision on the forgiveness within 60 days.

What is my interest rate? 0.50% fixed rate.

When do I need to start paying interest on my loan? All payments are deferred for 6 months; however, interest will continue to accrue over this period.

When is my loan due? In 2 years.

Can I pay my loan earlier than 2 years? Yes. There are no prepayment penalties or fees.

Do I need to pledge any collateral for these loans? No. No collateral is required.

Do I need to personally guarantee this loan? No. There is no personal guarantee requirement. ****However, if the proceeds are used for fraudulent purposes, the U.S. government will pursue criminal charges against you.****

What do I need to certify? As part of your application, you need to certify in good faith that:

- Current economic uncertainty makes the loan necessary to support your ongoing operations.
- The funds will be used to retain workers and maintain payroll or to make mortgage, lease, and utility payments.
- You have not and will not receive another loan under this program.
- You will provide to the lender documentation that verifies the number of full-time equivalent employees on payroll and the dollar amounts of payroll costs, covered mortgage interest payments, covered rent payments, and covered utilities for the eight weeks after getting this loan.
- Loan forgiveness will be provided for the sum of documented payroll costs, covered mortgage interest payments, covered rent payments, and covered utilities. Due to likely high subscription, it is anticipated that not more than 25% of the forgiven amount may be for non-payroll costs.
- All the information you provided in your application and in all supporting documents and forms is true and accurate. Knowingly making a false statement to get a loan under this program is punishable by law.
- You acknowledge that the lender will calculate the eligible loan amount using the tax documents you submitted. You affirm that the tax documents are identical to those you submitted to the IRS. And you also understand, acknowledge, and agree that the lender can share the tax information with the SBA's authorized representatives, including authorized representatives of the SBA Office of Inspector General, for the purpose of compliance with SBA Loan Program Requirements and all SBA reviews.



— Jennifer Schoenzeit
MLBA President
Zipps Liquor, Minneapolis

MN Legislature Passes Covid-19 Relief Package

In an unprecedented (and potentially unconstitutional) move, the Minnesota Legislature passed a \$330.6 Million Bill on Thursday, March 26th to further address the impact of the COVID-19 pandemic in Minnesota. It passed the House 99-4 and the Senate 67-0 with many Members voting from outside the Legislative Chambers for the first time in Minnesota History. While the bulk of the package appropriated general fund money to create a COVID-19 Fund that the State would draw upon to help state agencies respond to the outbreak, there were portions of the bill that had direct effect on MLBA members.

Small Business Emergency Loan Program

In this section of the Bill, funds were transferred into the small business emergency loan account:

- \$20,000,000 from the special revenue fund
- \$10,000,000 from the Minnesota investment revolving loan account

For more details on the Small Business Emergency Loan Program please visit:

<https://mn.gov/deed/business/financing-business/deed-programs/peacetime/>

Small Business Loan Guarantee Program

Today's legislation made changes to the small business loan guarantee program which supports the organization of small business loans made to Minnesota small businesses by a Qualified Economic Development (QED) Lender. The loans are available within 12 months of the declaration of a peacetime public health emergency and not otherwise supported by a public entity.

- \$10,000,000 appropriated from the general fund to the commissioner of employment and economic development.
- Applies to businesses employing no more than the equivalent of 250 full time employees
- Guaranteed portion of the loan by a QED lender must not exceed \$200,000
- Loan guarantee applies only to the portion of the loan made by QED lender
- Non-guaranteed portion of the loan shall not receive preferential treatment

- QED lender shall not accelerate repayment of the loan if the borrower defaults unless:
 - Borrower fails to make a payment within 60 days of due date;
 - Commissioner consents in writing
 - Loan guarantee provides for accelerated repayment.

To learn more about the Small Business Loan Guarantee Program, visit: <https://mn.gov/deed/business/financing-business/guidance/sba-financing.jsp>

Commissioner of Commerce Authority

Commissioner may delay, waive, or stay licensing, investigative, or other deadlines related to the duties of the commissioner. Must treat similarly situated persons equally, provide relief or safe harbor from legal obligations with respect to licensees or other persons regulated by the Department of Commerce. Remains in effect for 60 days after peacetime emergency declaration.

Unemployment Insurance- retroactive to 3/1/20

- One week mandatory waiting period waived for employees
- Five week limitation for receipt of unemployment benefits for business owners is suspended
- Benefits paid as a result of an applicant not being able to work directly or indirectly as a result of the COVID-19 will not be used in computing the future unemployment insurance tax rate of a taxpaying employer
- A leave of absence is presumed to be involuntary if:
 - a determination has been made by health authorities or by a health care professional that the presence of the applicant in the workplace would jeopardize; the health of others, whether or not the applicant has actually contracted a communicable disease;
 - a quarantine or isolation order has been issued;
 - self-isolation is recommended by health care professional due to being immunocompromised;
 - instructed by employer not to come in to place of business due to outbreak;
 - school district, day care, or other child care provider has canceled classes/services without other accommodations available.

Congress Passes and President Signs the \$2 Trillion CARES Act

The Coronavirus Aid, Relief, and Economic Security (CARES) Act signed Friday will give most taxpayers who make under \$75,000 a year a check for \$1,200 per individual and up to \$3,400 per family. The bill also contains many relief packages for small business. Restaurants, bars, clubs, bowling alleys and most other foodservice companies with fewer than 500 employees qualify for relief being offered to small businesses due to the impact of the worldwide pandemic. The CARES Act authorizes up to \$349 billion in assistance through loans, grants and other programs, including:

- **Paycheck Protection Program Loans (PPP)** to cover payroll costs, mortgage interest costs, rent, utilities, etc that covers the period: February 15 to June 30, 2020.
- **SBA Loan Forgiveness Program** equal to the amount spent by the borrower during an eight-week period after loan origination date on payroll costs, interest payment on any mortgage, rent on any lease, and utility payment prior to February 15, 2020
- **Economic Injury Disaster Loan grants** to provide an

“immediate” advance of up to \$10,000 of working capital to businesses that have applied for Economic Injury Disaster Loans in response to Covid-19 — not available to cover Covid-19 costs if you opt for PPP loans (above)



— Clark Lingbeek
MLBA Past President
Phat Pheasant Pub, Windom

These programs will be administered through the Small Business Administration (SBA), for more information go to the Senate Guide to the CARES act, click here.

It has also been suggested that you might first want to check with your local lender (bank or credit union you do business with) that may be able to get you these loans quicker than doing it yourself.

See the previous two pages for a complete review of the Payroll Protection Program.

MLBA Members Get a Free All-in-One Required Labor Laws Poster!

For the 16th year in a row, we have created a brand new updated "Labor Laws" poster for 2020! This 25"x34" full color all-in-one poster has all the State and Federal postings required by law to be made visible to your employees. MLBA Members received a brand new poster in the mail in early January!

New on this year's poster is an updated Minimum Wage posting from the State of Minnesota. The minimum wage is indexed with inflation at the beginning of each new year so the rate goes from \$9.86 (large employer, +\$500k in gross) or \$8.04 (small employer, -\$500k) to \$10.00 (large) or \$8.15 (small) on January 1, 2020.

Keeping members in compliance and knowing the law is just another reason to be an MLBA Member.

MLBA, Protecting and Promoting Licensed Beverage Retailers in the State of Minnesota Since 1953!



Actual poster is 25"x34" and in full color.

Open Letter to Minnesota Off-Sale Retailers

Below is a letter that our Membership Director, Angela Marlow sent to all off-premise non members of the MLBA. The MLBA has been responsible for allowing the State of Minnesota to deem liquor stores as "essential" businesses. This would not have happened unless your trade association had not lobbied the State Legislature and the Governor's office. We consider this a major victory for our off-premise folks but we need you to get involved now!



— Rick Anderson
Vice President Off-Sale
France 44 Wine & Spirits, Mpls

Greetings Minnesota Off Sale Retailers,

With the Covid-19 pandemic and so many changes occurring, we are reaching out to all off sale retailers. We have been hearing from many of you, members and non- members. We are here for you and we are fighting hard for you.

If you have not seen the newest Safe at Home instructions, you are on the list for “essential” businesses here in Minnesota. What that means is that you are allowed to be open for business with no restrictions. This did not come easy and the MLBA worked hard to ensure that your business was not closed and face the difficult times that your fellow bar and restaurant owners are seeing. In all cases, we have heard that off-premise businesses are doing quite well during this pandemic.

We have worked with our legislature and our Governor to ensure that liquor licensees are not forgotten and many new programs are being created to assist in these tough times. Loans, relief on tax liabilities and the ability to be open for business are just a few of the benefits that we have ensured for each of you.

In these times, we also need your help. We need your input and we need your membership. As we are the premier association that lobbies for bars and restaurants, we are the only association that works for you, the off-premise liquor license holder. We do not work for other retail, big corporations etc., we only work for and with you. We are the organization that is gathering your input, creating strategies and ensuring the best-case scenario for your business in these new tough times.

In order for the MLBA to continue to be the only association that is working only for you. We need every off-sale licensee to become a member, get our updates, give your input and support your industry. You do this through strength in numbers and becoming a member ensures your success.

Our membership fees are very reasonable at \$360 (\$30 per month) with many benefits and discounts. From discounts on liquor liability to free server training, we are here providing unprecedented value. As we have seen this past month, our work with government has been instrumental for businesses and our continued efforts are critical for our continued success and support of you.

We have always been your only source for lobbying efforts for off-sale liquor. With the ever changing dynamic of the alcohol industry that has had to endure Sunday Sales, craft breweries and distilleries wanting more from you, multiple licensing and Alcohol Everywhere, we are not just an association that is here during things like this pandemic. We are here for you every day, fighting for your businesses to endure your survival and success!

In these dark times, we need your support. We have been a support whether you are member or not, but now need you to step up and support our industry. On page 16 of this issue of PROOF you can find our valuable discounts and an application. You may also go to: <https://www.mlba.com/membership-application/>

Please help us continue to help you.

Together, we can get through ANYTHING!

Draft Line Maintenance During Shutdown

The following article was sent to us by Allied Member Rob Shellum of Better Beer Society on proper maintenance of your draft beer lines during the temporary shutdown, so it is ready to go when you re-open.

Hello, friends and purveyors of beer –

Throughout all of the chaos these past few weeks, you may not have had the time (or energy) to address properly shutting down your draft system.

As a best-practices company for how your beer is stored and served in Minnesota, we wanted to give you a little guidance and some quick dos and don'ts for ensuring a practical, proper shutdown protocol for your draft system.

DON'T turn off your refrigeration or your glycol. Your glycol unit is already running around the clock and while it may seem logical to shut it down along with your beer lines, you are only inviting the potential for bacteria to grow into your draft lines while you're away. The smallest trace of sugar in your beer lines will ensure that this happens quickly in warm temperatures versus just leaving it cold. Even if you've had your beer lines cleaned recently – don't chance it.

DON'T leave beer in your lines. Not that you need a reminder, but it doesn't appear that we're opening these faucets as soon as we had all hoped. To ensure waste mitigation and a higher yield % on that keg, make sure that you are flushing, properly cleaning, and blowing out all liquid from your lines.

At this point, this is the best recommended solution based on the timeline we understand for this shutdown. Normally, we'd recommend adjusting your cooler temp to 40 degrees and leaving those lines packed with water but doing this for a long period of time can introduce bacteria and off-flavors due to its chlorine levels. No need to invest in new vinyl unless you have to.

DO turn off your gas supply. Gas leaks are extremely dangerous and deadly. One invisible enemy is tough enough right now. Don't risk this. Also, if you don't already have one installed now is a good time to think about investing in that CO2 detector. Minimal investment. Huge return.

DO untap your kegs. Upon ensuring a proper last clean on your draft system, be sure to hang up your vinyl and couplers properly and away from microbial risk. In other words, keep them off the ground and hung up in a dry and sanitized area. Next, be sure to clean and dry those keg collars completely and avoid mold growth. Important -- if you turn off your gas supply and don't uncouple those kegs, they will go flat and you'll be out a lot of money.



— Tim Mahoney
Vice President On-Sale
The Loon Cafe, Mpls & St Paul

Lastly, please just know that you have a resource in us. Whether you are an existing Better Beer Society partner or not, feel free to reach out to us during this time.

Visit us at: betterbeersociety.com/draft-system-shutdown/ and let's talk. We are just as affected by this as you are and rest assured, we'd rather be working, troubleshooting, and helping our industry friends over binging some Netflix – though I do hear good things about Tiger King.

Above all. We're thinking of you during this hard time. Please stay safe and be well.

Better Beer Society is a service-driven best-practices company for how beer (and other beverages) are dispensed, served and sold throughout the hospitality industry in Minnesota. We specialize in efficient and custom draft system installation and ongoing maintenance. We are based out of St. Paul.

Rob Shellman can be reached at 612.226.7622 or via email at rob@betterbeersociety.com

Online Alcohol Server Training Courses on MLBA.com

Separate Courses for

- ✓ On-Sale - for servers and bartenders!
- ✓ Off-Sale - for liquor store staff!

Interactive Video Segments

- ✓ Large screen size!
- ✓ More Compatible (even works on most tablets and smart phones!)
- ✓ Content is Continually Updated

MLBA Members get their own account with discounted pricing and can track their employees who take the training course on their MLBA.com Dashboard!

For more information, go to MLBA.com or call us at 651-772-0910 or email info@mlba.com



Accounting



Peterson Whitaker & Bjork

Brian Peterson, 763-550-1100
brian.peterson@pwbcpas.com

A.D.A Compliance Advisor

JQP, Inc. Julee Quarve-Peterson,
612-709-2379, JQP_INC@yahoo.com,
Mara_Quarve@yahoo.com

Advertising/Signage



Scenic Sign Corporation

Daryl Kirt, 320-252-9400
daryl@scenicssign.com

ATM Machines



ATM Source (pg. 17)

Kevin Starcevic, 612-325-7006
kevin@atm-source.com

Attorneys



Monroe Moxness Berg, P.A.

Aaron Hartman, 952.885.5999,
ahartman@mmlawfirm.com



O'Meara, Leer, Wagner & Kohl

Brain McSherry, 952-806-0426,
bmmcsherry@olwklaw.com

Beer Companies



Anheuser-Busch (pg. 2)

Jeff Quale 763-688-3192
jeffrey.quale@anheuser-busch.com



August Schell Brewing

Shawn Ryan, 952-758-7050
sryan@schellsbrewery.com



Excelsior Brewing

John Klick, 952-474-7837
jklick@excelsiorbrew.com



Heineken USA

Kory Curnow, 612.248.7661
KCurnow@heinekenusa.com



MillerCoors (back cover)

John Glenn, 952-446-9262
john.glenn@millercoors.com



RJM Distributing

Jim Lundeen, 763.323.8389
jlundeen@rjmgpp.com



Summit Brewing

Brandon Bland, 651.265.7800
bbland@summitbrewing.com



Third Street Brewhouse

Jodi Peterson, 320-685-3690
jpeterson@thirdstreetbrewhouse.com

Banking / Financial

First Resource Bank

Dave Carlson, dcarlson@myfrbank.com
651-430-8613 • www.myfrbank.com

Beer Distributors



Breakthru Beverage MN

Brad Redenius, 651.646.7821
www.breakthrubev.com



Capitol Beverage

Paul Morrissey Jr., 763.571.4115
www.capitolbeverage.com



Dahlheimer Beverage

Luke Dahlheimer,
763.295.3347, www.dahlh.com

Hohensteins

Karl Hohenstein, 651.735.4978
krhohenstein@hohensteins.com



J.J. Taylor Distributing

Chris Morton, 651.482.1133
christopher_morton@jttaylor.com



Locher Brothers

Tim Hukriede, 507.326.5471
www.locherbros.com

Beverage Dispensing



Carbonic Machines

Steve Kelly, 612.824.9600
steven@shamrockgroup.net

Business Brokerage



HSC Brokers

Jerry Vlaminck, 763-972-9077
www.hospitalityservicescorp.com

Consumer Analytics



3x3 Insights

Mitch Berkoff, 203-252-0364
mitch@3x3insights.com



PerformanceScope

Mark Netsch, 952-847-3393
mark@performancescope.com

Credit Card Processing



Clearent

Ross Erickson,
612-965-4176
rerickson@clearent.com

Designated Driver Services



Drink & Drive Intelligently

Brian Peters, 651-338-1425
www.youdrinkwedrive.org

Drink Mixes



Flaherty's Happy Tyme

Denny Flaherty, 800.331.7337
www.flahertyscandy.com



MinneSoda

Steve Kelly, 612.824.9600
steven@shamrockgroup.net



Polar Beverages

Mike Wurst, 651-272-6345
www.polarbev.com

Energy Reduction



Center for Energy & Environment

Laura Bebo-Ekanayake, 612-335-5858,
lbeboekanayake@mncee.org

Event Staffing/Promo



Midwest Promotional Marketing

Michelle Rogers, 763-323-0213
michele@midwestpromotionalmarketing.com

"Spirited Models for Spirited Brands"

Financial Advisors

Klinkhammer Financial



Joe, Zeb or Alex Klinkhammer,
651.775.1241
Joe@klinkhammerfinancial.com

Food Distrib. & Equipment



US Foods

Jessica Martin, 763.557.2359
jessica.martin@usfoods.com

Gaming Manufacturers/Distributors



3Diamond Corp.

Spanky Kuhlman, 651.486.0055;
spanky3dvp@yahoo.com



Compliant Gaming

Frederick Reis, 401-441-6666
fereis@compliantgaming.com



Diamond Game

John Swing, 612-790-0462
jswing@diamondgame.com



Pilot Games

Jon Weaver, 248-885-3025;
jon@pilotgames.com



Triple Crown Gaming

Jon Grell, 320-251-5373;
tcg@TripleCrownGaming.net

Ice Manufacturers



Ace Ice, Matt King,
612-824.0745,
matt@aceice.com



Arctic Glacier Ice
Jon Stelley, 651.455.0410
jstelley@arcticglacierinc.com

Insurance Agents



KLB Insurance (Pg. 19)
Kim Brown, 651.730.9803
kim@klbins.com



Cartier Agency
Matthew Cartier, 218.727.5992
www.caduluth.com

Christensen

Christensen Group Ins.
Shawn Wensel, 320-251-3154
swensel@christensengroup.com



Corporate 4 Insurance
Glenn Carlson, 952.893.9218
www.corporatefour.com



Dwight Swanstrom Co.
Greg Brisky, 218.727.8324
www.dwightswanstrom.com



Ebner Insurance
Jenny Pederson, 218.631.3274
jenny.pederson@ebnerinsurance.com



IL Casualty Co. (pg. 23)
Howard Beck, 309.793.1700
www.ilcasco.com

Key City Insurance
Deb Johannsen, 507.625.7667



North Risk Partners
Angie Johnson, 651.319.0482
www.northriskpartners.com



Paulet Slater, Inc.
Jeff Stanley, 651.644.0311
jcstanley@pauletslater.com



Twin City Group
David Bell, 952-924-6900
dbell@twincitygroup.com

Investigative Service



R & D Agency
Don Dunn, 952.882.8000
www.rdagency.com

Malt Beverages



Mike's Hard Lemonade
Mike Plucinak, 651-280-7160
mplucinak@mikeshard.com

Music Licensing



ASCAP
John Bonaccorso, 888-772-4252
jbonaccorso@ascap.com



BMI
Jessica Frost, 615-401-2865
jfrost@bmi.com



SESAC
Jill Kemezis, 615-320-0055
jkemezis@sesac.com

Point of Sale



Dailey Data & Associates
Mary Dailey, 763.253.0481
mary@daileydata.com



Foremost Business Systems
Lori Alwin, 952.920.8449
www.foremostpos.com



Ingage I.T.
Scott Overson,
612.861.5277 • www.ingageit.com

Public Relations/Marketing



Rosedahl Public Affairs
Leslie Rosedahl, 651-353-1818
leslie@rosedahlpublicaffairs.com

Refrigeration



CMI Refrigeration
Steve Kelly, 612.824.9600
steven@shamrockgroup.net



Quality Refrigeration
Ken Fricke, 612-861-7350
Ken@qualityrefrig.com

Restaurant Equipment & Design



Boelter Landmark
Paul Kozlak, 763.557.4019
paul@boelterlandmark.com

Staff Training/Education



Hospitality Rocks!
Stuart Gray, 952.226.3878
stuart@hospitalityrocks.com

Stand Up Comedy / Entertainment



Comedy Gallery Talent
Tom Hansen, 763-443-0708
www.comedygallerytalent.com

State Lottery



David Like, 651-635-8211,
www.mnlottery.com

Spirits Companies



Bacardi USA
Greg Aamodt, 952.484.8860
gfaamodt@bacardi.com



Beam Suntory
Ben Young, 612-845-3469
Ben.Young@beamsuntory.com



Brown-Forman
Aaron Vreeland, www.b-f.com
avreeland@thehiveinc.com



Diageo (Cover, pg.4, pg.6)
Chris Gotziaman,
612-353-7918, Chris.Gotziaman@diageo.com

Spirits/Wine Distributors



Breakthru Beverage MN
Brad Redenius, 651.646.7821
www.breakthrubev.com



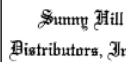
Bellboy Corporation
Dave Gewolb, 952-544-7791



Johnson Brothers
Marty Kouri, 651-649-5800



Southern Glazers W&S
Nicholas Pahl, 612.217.5197
npahl@sgws.com



Sunny Hill Distributors
Distributors, Inc. Michael Baron, 218.263.6886



Vinocopia
Marion Dauner,
612.455.4005 • marion@vinocopia.com



The Wine Company
Robbin Hilgert, 651.487.1212
Robbinh@thewinecompany.net

Tobacco / Candy

M. Amundson Cigar & Candy Co

Ross Amundson, 952-854-2222
amundson9148@comcast.net

Wine Companies



Paustis Wine Co.
Daniel Paustis,
763-550-9545

dpaustis@paustiswine.com



Dancing Dragonfly
Jon Mast,
715-483-WINE (9463)

agm@dancingdragonflywinery.com

Thousands of MLBA Members Get These Great Member Benefits!



Aside from being part of a great trade association that is the voice of reason at the State Capitol every year, MLBA provides (or have Allied Members that provide) dozens of member benefits designed to help you protect and grow your business. **Now MLBA Members can get exclusive discounts for Allied Members on MLBA.com Buyer's Guide.** (See *MLBA.com* for more info on the *Buyer's Guide*.) So if you're not already a member, sign up today! Just fill out the membership form below or go to MLBA.com!

- ✓ **Great Rates on Liquor Liability and Insurance Programs!**
 - ✓ **Alcohol Awareness & Server Training Services, Either Held at Your Business or Online at mlba.com!**
 - ✓ **Music Licensing Discounts (ASCAP, BMI & SESAC)!**
 - ✓ **FREE Updated Labor Law Poster Service!**
 - ✓ **Employee Health, Dental and Life Insurance Packages!**
 - ✓ **Business Brokerage, Selling or Buying!**
 - ✓ **Credit Card Processing Discounted Rates!**
 - ✓ **Beverage & Food Inventory Systems!**
 - ✓ **Marketing and Public Relations**
 - ✓ **Point-of-Sale and Inventory Management Systems!**
 - ✓ **ATM Machines!**
 - ✓ **Financial Planning!**
 - ✓ **Bar Spotting, Background Checks and Security Services!**
 - ✓ **Customer Loyalty Programs!**
 - ✓ **Legal Consultation!**
- And Much, Much More!**

- Membership Application -

Yes, I want to join MLBA to be eligible for all MLBA Member Benefits & Programs

Your Name: _____

Corporate Name: _____

Business Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

Membership Dues

Members of the Association shall pay annual membership dues as follows:

On and Off-Sale: **\$360**

Additional Sites: **\$240** (attach additional site information)

Allied Business Members: **\$499**

*Up to 80% of your dues are tax deductible.
MLBA is a 501(c)6 trade association.*

Please complete this with check made out to MLBA.

*To sign up for automatic monthly dues: **\$30.00 / month**
for general membership, call MLBA at 651-772-0910.*



MLBA • 1983 Sloan Place, suite 15 • St Paul, MN 55117
651-772-0910 • info@mlba.com • 651-772-0900 fax



We offer new, used and refurbished ATMs

www.atmsource.com



Kevin Starcevich

Ofc: 763-786-2800

Cell: 612-325-7006

Toll free: 866-504-5800



- Either buy or we could provide you an ATM.
- Virtually eliminate your Credit Card fees with the new Cash Discount Program.

Processing over 550 ATMs in 20 states. Nationwide sales, installs and service.

Ketel One Botanical

Real Botanicals, Fresh Taste.

Introducing new Ketel One Botanical, vodka distilled with real botanicals and infused with natural fruit essences. Like you, we care about what's in the bottle, so we use real ingredients – with no sugar, no artificial sweeteners and no artificial flavors. We invite you to pick your Botanical and add soda for a deliciously fresh taste experience with only 73 calories and 0 carbs per serving.

Quality Before Everything

With over 327 years of distilling expertise, passed down for 11 generations, Carl Jr. and Bob Nolet, brothers and 11th generation distillers, live by their family motto “Quality before everything.” Crafted with care, each bottle is a delicious alternative to white wine for those seeking an easy drinking experience with a fresh taste and 40% fewer calories. The Nolet family invites you to visit their home distillery in Schiedam, Holland.

How do we make Ketel One Botanical?

Ketel One Botanical starts with Ketel One Vodka, which is made with 100% non-GMO grain, and is then distilled with the Nolet Family's botanical recipe in small batches through traditional copper pot stills.

After distillation, to deliver a fresh taste with each varietal, the liquid is infused with the natural essence of fresh, crisp and fragrant botanicals found in each varietal.

This innovative process delivers a lower ABV spirit (30% ABV) with a fresh sophisticated taste that has 40% fewer calories than a glass of white wine.

Before bottling, each batch of Ketel One Botanical is personally tasted and approved by Carl, Bob or their dad, Carl Nolet Sr., the creator of Ketel One Vodka.

About Ketel One Family-Made Vodka

Ketel One Family-Made Vodka is a vodka rooted in authenticity, crafted honoring tradition and sophisticated in taste. Ketel One Vodka is produced in Schiedam, Holland by the Nolet Family, who has been distilling fine spirits for 11 generations. Ketel One is crafted using the highest quality ingredients such as 100% non-GMO grain. The super-premium vodka is crafted from small batches using traditional copper pot stills, including the original copper Pot Still #1 after which Ketel One is named, together with modern distillation techniques.



In 2008, the Nolet Group and Diageo announced that they had completed a transaction to form a new 50/50 company called Ketel One Worldwide B.V. to own the perpetual exclusive global rights to sell, market and distribute Ketel One® Vodka, Ketel One Citroen® flavored vodka and Ketel One Oranje® flavored vodka. The Ketel One brand is owned by Double Eagle Brands B.V.

About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, Bulleit and Buchanan's whiskies, Smirnoff, Ciroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE) and our products are sold in more than 180 countries around the world. For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives and ways to share best practice.

Follow us on Twitter for news and information about Diageo North America: @Diageo_NA.

Celebrating life, every day, everywhere.

WHAT'S IN YOUR POLICY?

- Sexual Harassment & Discrimination Coverage
- ADA Compliant ▪ Intentional Acts

"KLB Insurance has always been there when we need them. They answer all the 'What ifs?' that sometimes face our business. Kim Brown has been our agent since 1990. We were so happy when she ventured out to start KLB Insurance. We will be with her as a "friend" and as the best Insurance agent we have ever dealt with. Whether it's questions, small claim, or large claim she still shops our insurance needs and comes in within budget! We've become a great team!"

~ Rick Anderson, CEO for Fortune Bay Resort Casino



KLB
INSURANCE

Protecting Hospitality Businesses With The Right Coverages For Over 25 Years

Restaurants, Taverns, Hotels, Motels, Liquors Stores, Night Clubs, Resorts And More!

Call Us Today!

651.730.9803 ▪ kim@klbins.com ▪ www.klbins.com

National And Regional Insurers Written





— Mike Doherty
(a.k.a. Boardhead)
Editor/Designer PROOF

Readers, in this unprecedented time I am devoting my Bottle Talk Column to the efforts being made by our industry partners. Below you will find several releases from various suppliers and distributors in the Beverage Alcohol industry. This is by no means a complete list but just a select few articles of “good” news.

... Diageo pledges more than eight million bottles of sanitizer for frontline healthcare workers

The world's largest distiller in an unprecedented global response in the UK, Ireland, Italy, the USA, Brazil, Kenya, India and Australia pledge is aimed at overcoming shortages to protect frontline healthcare workers. The donation of alcohol is enough to produce more than eight million bottles of hand sanitizer in the next few months.

... The Sazerac Company Producing Hand Sanitizer

The largest producer of distilled spirits in North America, has started producing hand sanitizer for some of the world's largest organizations in healthcare, government, military, retail, distribution, airline, pharmacy, and banking industries. Matt Maimone, Sazerac's chief operating officer, said "We are adding production capacity to cope with the massive industrial demand. We have received requests to date for over five million bottles of sanitizer, which we are prepared to meet, and possibly more, across our sites in North America." The initial run of sanitizer started Friday, March 27th at its Buffalo Trace Distillery in Franklin County, Kentucky, but Sazerac's other plants across the country are gearing up to produce as well. If your business has a need for industrial hand sanitizer, email info@sazerac.com and someone from Sazerac will get back to you.

... Beam Suntory & Southern Glazer's Wine & Spirits Donate \$1 Million to Support Impacted Bar and Restaurant Employees

The companies made a \$1 million donation to the United States Bartenders' Guild (USBG) Foundation Emergency Assistance Program and

the Restaurant Workers Community Foundation. These organizations support the bar and restaurant community and are providing financial aid and other resources for workers who are most impacted by COVID-19 as a result of restaurant and bar closures across the country.

... Anheuser-Busch Supporting Communities During Pandemic

Anheuser-Busch's supply and logistics network are producing and distributing bottles of hand sanitizer to accommodate the growing needs across the United States. The sanitizer will be distributed to our facilities to support our employees and reduce overall demand in the market, and to critical relief efforts, including blood drives and emergency shelters, through our longstanding partnership with the American Red Cross. They are also redirecting sports and entertainment investments. As part of a \$5 million donation to the American Red Cross, they are identifying available arenas and stadiums to be used for temporary blood drive centers and donating TV airtime to the Red Cross for public service announcements. A-B's tour centers in Merrimack, NH and St. Louis, MO are also being made available to the Red Cross.

... Molson Coors Beverage Co. pledged \$1 million to USBG

The United States Bartenders' Guild supports bartenders and other service industry professionals, millions of whom are currently out of work due to widespread closures. And Miller Lite is encouraging others to follow suit with a new social media campaign that directs drinkers to the USBG National Charity Foundation's Bartender Emergency Assistance Program, a relief campaign that aids bartenders and other service professionals. The USBG National Charity Foundation, the charitable arm of the USBG, is offering emergency grants to bartenders and others who serve alcoholic beverages at bars, taverns and restaurants that hold full liquor licenses nationwide. The grants aim to help ensure workers, their spouses and children are able to purchase food and other necessary supplies;

pay for rent and utilities; and medical bills.

... Small Alcohol Suppliers Making Hand Sanitizer

Companies like Vikre Distillery in Duluth, Minn., Spirit Hound Distillers in Lyons, Colo., Copper Bottom Craft Distillery near Daytona Beach, Fla., Atwater Brewery in Detroit and many others across the nation, are using their distillation equipment to make hand sanitizer amid a shortage in many markets. And small brewpubs around the country have set up makeshift meal donation centers to help those in need.

... MN Distilleries Making Hand Sanitizer

As of April 1, some other local distilleries making hand sanitizer are:

- 11 Wells Spirits, Saint Paul
- Bent Brewstillery, Roseville
- Copperwing Dist., St Louis Park
- Du Nord Craft Spirits, Mpls
- Far North Spirits, Hallock
- J. Carver Distillery, Waconia
- Lawless Distilling Co., Mpls
- Loon Liquors, Northfield
- Norseman Distillery, Mpls
- Tattersall Distilling Co., Mpls
- Vikre Distillery, Duluth

... Bacardi Pledges \$3 Million in Financial Aid

Bacardi Limited, the largest privately held spirits company in the world, today launched #RaiseYourSpirits, an initiative to support bars and restaurants debilitated by the COVID-19 shutdown. We have been devastated to watch our longtime partners and friends lose their livelihoods virtually overnight, as dining out, nightlife and entertainment grind to a halt around the world. Bacardi and our brands including BACARDI® rum, MARTINI® vermouth & sparkling wines, GREY GOOSE vodka, PATRÓN® tequila, BOMBAY SAPPHIRE® gin and DEWAR'S® Blended Scotch whisky, pledge \$3 Million USD in financial aid and other support to help the people on the frontlines of our industry during this unimaginable time. This donation is in addition to the \$1 Million USD pledged by our PATRÓN® tequila brand last week.

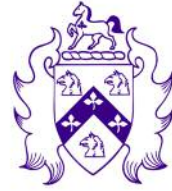
**Quote
of the Month**

“Hope lies in dreams, in imagination, and in the courage of those who dare to make dreams into reality.”

~ Jonas Saulk

*The
Minnesota
Wine
&
Spirits
Wholesale
Association*

*Serving Minnesota's
Retail Alcoholic
Beverage Industry
With Pride!*



JOHNSON BROTHERS
A TRADITION of EXCELLENCE
SINCE 1953



*Sunny Hill
Distributors, Inc.*



PROOF Advertisers

THANK YOU!

Anheuser-Busch2

ATM Source17

Diageo: Ketel One BotanicalFront Cover

Diageo: Bulleit Bourbon4

Diageo: Don Julio6

Illinois Casualty Company23

KLB Insurance Services.19

MillerCoorsBack Cover

MN Wine & Spirits Wholesalers21

The Rough Draught

MLBA's Newsletter is now E-mailed to all MLBA Members. If you are not receiving it:

1. You're Not a Member
(see page 16 for a member application)

2. Have not provided us with your email
(email us at info@mlba.com to get on the list!)

Plus you will get notifications about legislation, be updated on local issues and law changes, plus notifications on MLBA Events and much more!

Join MLBA TODAY!! (see p. 16 or mlba.com)



Tasting Vendors at the 2019 MLBA Member Appreciation

Thanks to these Allied Members for supporting MLBA at Turtle's on October 27th!!



Anheuser-Busch

Contact: Jeff Quale, 763-688-3192
jeffrey.quale@anheuser-busch.com



Beam Suntory

Contact: Ben Young, 612-845-3469
Ben.Young@beamsuntory.com



MillerCoors

Contact: John Glenn, 952-446-9262
john.glenn@millercoops.com



Mike's Hard

Contact: Mike Plucinak, 651-280-7160
mplucinak@mikeshard.com



Diageo

Contact: Chris Gotziaman, 612-353-7918,
Chris.Gotziaman@diageo.com



Round Lake Vineyards & Winery

Pictured: Jenny Ellenbecker, 507-945-0100,
www.roundlakevineyards.com • jenny@ellcom.us



Illinois Casualty
Company

OLD FASHIONED

VALUES



Fighting (and winning) for our clients since 1950.

Food and beverage insurance isn't just our specialty...it's all we do.
Our lasting values of hard work and dedication have catapulted us into success
and will remain cornerstones as we evolve and stay on top of the latest trends.
Some call it old fashioned, we call it ICC.



Find an agent – www.ilcasco.com

Download our app: ICC2Go

NEW

VIZZY™

HARD SELTZER



HARD SELTZER WITH NATURAL FLAVORS