

2nd Quarter, 2025

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2nd Quarter : 2025

VOLUME 38

NUMBER 2

An advertisement for Pilot Games. It features a large, pink piggy bank with a surprised expression, sitting on a black bar chart. Three gold coins are falling into the piggy bank's slot. The background is red. The text 'Earn 2X More with Pilot' is written in large, bold, white letters. Below it, in smaller white text, it says 'Minnesota's #1 charitable gaming partner since 2014.' In the bottom right corner, the text 'Pages 6 - 7' is written in white.

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Summary of 2025 Paid Family Medical Leave Legislative Activity and Final Jobs Bill Outcome

Minnesota's Paid Family and Medical Leave (PFML) program was passed in 2023 and is currently in its implementation phase, with benefits scheduled to begin in January 2026. While several targeted changes were proposed during the 2025 legislative session, ultimately only a small change was negotiated and included as part of the omnibus Jobs and Economic Development Finance and Policy bill.

Proposals to repeal included House File 1241 / Senate File 1771, which sought a full repeal of the program, while HF1263/SF2277 combined repeal and delay provisions. Neither advanced beyond introduction.

HF1325/SF2605, which proposed prorating benefits, delaying penalties, and exempting small employers, did receive a hearing on March 12 in the House Workforce, Labor, and Economic Development Finance and Policy Committee. Similarly, HF1976/SF2466, which would have capped benefits for small employers, lowered wage replacement rates, and allowed for private plan alternatives, and was heard in committee on March 13.

Several other bills, HF1523/SF1849 (agricultural exemptions), HF2024 (redefining seasonal workers and delaying implementation), HF2113 (exempting employers with 50 or fewer employees), and HF2269 (delaying employer notification penalties) were introduced, but did not receive hearings. All bills were referred to the House Workforce, Labor, and Economic Development Finance and Policy Committee, and companion bills in the Senate saw no further action. Despite this activity, none of the proposals passed.

The Adopted PFML Changes Include:

- Rest Breaks** – requires that “an employer must allow each employee adequate time from work a rest break of at least 15 minutes or enough time to utilize the nearest convenient restroom, whichever is longer, within each four consecutive hours of work.” (Previously, this section merely stated that an employer must allow each employee “adequate time.”)
- Meal Break** – modified to require that “an employer must allow each employee who is working for six or more consecutive hours a meal break of at least 30 minutes.” (Previously, this section stated that an employer must “permit” an employee who is working for “eight” or more consecutive hours “sufficient time to eat” a meal.)
- Earned Sick and Safe Time** – Employee notices of use of ESST can now be as “reasonably required by the employer.” (Previously, this section stated that employers could require notice from employees on the usage of ESST “as soon as practicable.”) Employers can now require documentation if ESST is used for more than “two” consecutive scheduled workdays. (Previously, this section previously stated employers could require documentation if ESST was used for more than “three” consecutive days.) A sentence was added to the ESST statute to clarify that it “does not prohibit an employee from voluntarily seeking or trading shifts with a replacement worker to cover the hours the employee uses as earned sick and safe time.”
- PFML** – The maximum premium levied by the Department of Employment and Economic Development (“DEED”) was reduced from 1.2% of taxable wages to 1.1%.

“Despite vocal efforts from a coalition of business-oriented legislators and employers, no exemptions were created for small businesses or nonprofits, no delays to the program’s January 1, 2026 launch, and no changes to eligibility, benefit duration (up to 12 weeks), or DEED’s oversight role were included in the final bill.”

These changes were included in the final omnibus Jobs & Economic Development Finance and Policy bill (Line 145.2 of SS SF17), passed during the June 2025 special session on June 9th-10th. This was signed into law as Chapter 6 on June 14th.

Despite vocal efforts from a coalition of business-oriented legislators and employers, no exemptions were created for small businesses or nonprofits, no delays to the program's January 1, 2026 launch, and no changes to eligibility, benefit duration (up to 12 weeks), or DEED's oversight role were included in the final bill. Representative Baker's bill HF2024, for example, was positioned as a middle-ground fix, offering shorter leaves, 2/3 pay, and private administration options. However, opponents saw it as a step backward, particularly for union and low-wage workers.

PFML-related hearings featured a wide range of voices. In support of changes to the 2023 proposal were small

business owners, county HR departments, and school officials who were concerned about affordability, implementation complexity, and hiring impacts. In opposition to changes were union leaders, nurses, nonprofit advocates, teachers, who argued proposed changes would gut core protections, undermine equity, and violate the spirit of the 2023 law.

As of the June 13th, 2025 Technology Advisory Council meeting, Tarek Tones, the commissioner of MNIT shared that the technology to administer PFML was still being completed, but is on schedule to be implemented in time for the program's statutory effective date: January 1st, 2026.



— Tony Chesak
MLBA Executive Director
tony@mlba.com

MLBA Members ONLY get a Free All-in-One Labor Laws Poster!

For over 20 years in a row, we have created a brand new updated "Labor Laws" poster for 2025! 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. Only MLBA Members received a brand new poster in the mail each year!

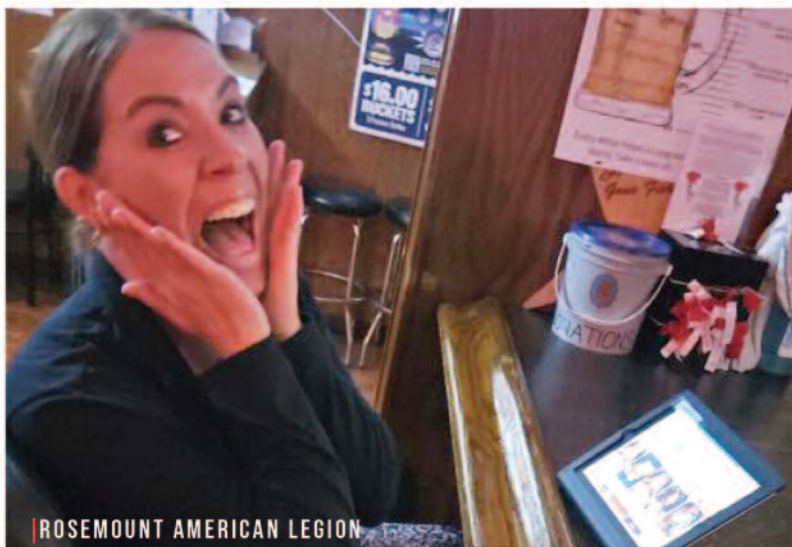
New on this poster is an updated Minimum Wage posting from the State of Minnesota. During the 2024 legislative session, Minnesota's minimum wage law was revised to eliminate the reduced minimum wages applicable for small employers (defined as annual gross revenues less than \$500,000), youth under the age of 18 and J-1 visa workers. Effective Jan. 1, 2025, the state's minimum-wage rate for all employers, including large employers, small employers, youth and J-1 visa wages for hotels, motels and lodging establishments, increased to **\$11.13 an hour**. The law still allows for a 90-day training wage for workers under age 20. The current hourly training wage has increased to \$9.08.

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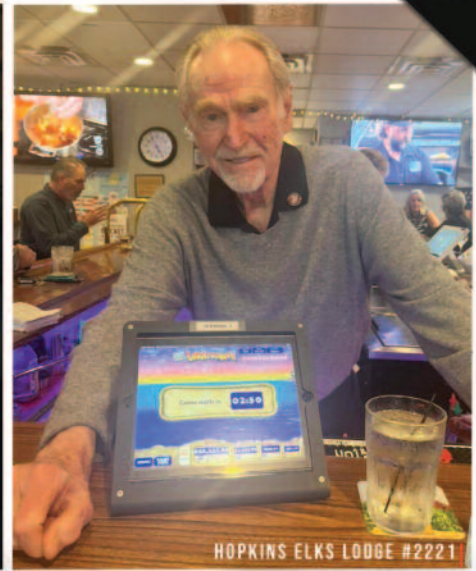


Actual poster is 25" x 34"

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-Alissa S. Horan, Owner Sawmill Saloon & Restaurant



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Thank You Sponsors!!

This is an open letter to all the great sponsors of this year's 36th Annual MLBA Golf Outing at Dahlgreen Golf Club.

I wanted to take the time to thank you for all you have done this year to make our annual golf outing fundraiser a success. Without you, we could not put on such a world class event with the purpose to raise money for the association and provide camaraderie for the entire hospitality industry.

Your generous donations of hole sponsorships, beverage tee sponsorships, goodie bag stuffers and other prizes are greatly appreciated and appreciated by the attendees of our great event. I also wanted to send a special shout out to Performance Foodservice, the MLBA's newest food service partner for bringing, preparing and serving our golfers, samplers and staff Birria tacos! Man, were those fantastic!

We will be announcing the date for the 37th annual outing in 2026 very soon so PLEASE pay attention to the notice so you and your company can plan ahead and hopefully provide us with the same support you have shown through the years! We need your support!!!

If you have ideas, suggestions or just wanted to chat about the event now and in the future, please feel free to reach out to me and we can make 2026 the best event ever. Email me at tony@mlba.com or call 651-470-7236.

Again, thank you for your support and hope you have a great rest of the year. Many challenges we will face in the coming years and staying strong members of the MLBA provides the needed support, education and advocacy to be successful not only in 2025 but beyond.

Take care of each other and take care of yourself! We are here to serve you,

--

Tony Chesak, MLBA Executive Director



— Tim Mahoney
MLBA President
The Loon Cafe, Mpls

List of 2025 Sponsors with Hole Sponsor in Bold and Additional Support in Italics

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- **Anheuser-Busch**
- **Arrow International**
- **Bacardi**, *Beverage Tee #14*
- **Beam Suntory**, *Beverage Tee #15, prizes*
- **Breakthru Beverage MN**, *Prizes*
- **Brown-Forman**, *Beverage Tee #8, prizes*
- **Capitol Beverage Sales**, *Prizes Bottled Water*
- **Church Offset Printing**
- **Cloud Retailer**, *Prizes*
- **College City Beverage**
- **Constellation Brands**, *Beverage Tee #3, Prizes*
- **Dahlheimer Beverage**, *Prizes*
- **Diageo**, *Beverage Tee #12, Prizes*
- **DoorDash**, *Beverage Tee #7, Prizes*
- **Eide Bailly LLP**
- **Emerald Elements**, *Beverage Tee #11, prizes*
- **EruptCinn**, *Beverage Tee #8, prizes*
- **Gray Duck Spirits**, *Beverage Tee #17, prizes*
- **GRD - Global Reserve Distrib.**, *Beverage Tee #5, prizes*
- **Heaven Hill Distilleries**
- **HSC Brokers**, *Prizes, Hole-in-One Sponsor*
- **Illinois Casualty Co.**, *Dinner, Lunch, Prizes, Hole-in-One Sponsor, Beverage Tee #2*
- **Johnson Bros. Liquor Co.**, *Prizes*
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- **Klinkhammer Financial**
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- **MGM Wine & Spirits Inc.**
- **MN Beer Wholesale Assn**
- **MolsonCoors**, *Beverage Tee #18, Prizes*
- **Momentum Advocacy**, *Volunteers*
- **Monroe Moxness Berg, P.A.**
- **Next Generation Gaming**
- **Performance Foodservice**, *Food Tee #13, Prizes*
- **Pernod Ricard**
- **Phillips Distilling**
- **Quinny's Sports Pub**
- **Rate Zero LLC**
- **Rosedahl Public Affairs**
- **Ross Nesbit Agencies**
- **Sierra Nevada Brewing**
- **Society Insurance**
- **Third Street Brewhouse**, *Beverage Tee #10, Prizes*
- **Vinocopia & Cantilever**, *Beverage Tee #6, Prizes*
- **West Side Liquor Stores**
- **Zipps Liquor**, *Volunteers*

Smart Property Prep for Summer

An article from MLBA Platinum Allied Member KLB Insurance



— Dean Rose
Vice President Off-Sale
Broadway Liquor Outlet, Mpls

As summer approaches, it's an ideal time to consider upgrades that enhance the value of your commercial property and fortify it against seasonal challenges like strong winds and thunderstorms.

Here are several strategic improvements to consider:

- **Reinforce the roof** - Investing in a robust roofing system with impact-resistant materials can significantly reduce the risk of storm damage. A durable roof safeguards the property's interior and minimizes potential repair costs.
- **Upgrade windows and doors** - Installing impact-resistant windows and steel doors enhances security and provides better protection against high winds and flying debris during storms. These upgrades can prevent interior damage and improve energy efficiency.
- **Enhance landscaping and drainage** - Maintaining a well-designed landscape boosts curb appeal and plays a crucial role in property protection. Regularly trim or remove trees that pose a risk of falling during storms. Ensure proper drainage systems are in place to prevent water accumulation and potential flooding.
- **Install backup power solutions** - Although the exact amount varies by industry, the Department of Energy estimates that power outages cost businesses \$150 billion annually. Installing backup generators or solar power systems helps maintain operations during unexpected outages, ensuring critical systems remain functional.
- **Upgrade exterior lighting** - Modern, energy-efficient exterior lighting enhances security and improves the property's appearance. Well-lit exteriors deter unauthorized access and make the property more inviting to clients and tenants.
- **Maintain HVAC systems** - Regular heating, ventilation, and air conditioning maintenance ensures optimal performance during peak summer months. Efficient HVAC systems contribute to tenant comfort and can lead to energy savings.

Feel free to reach out if you need recommendations for trusted local service providers to assist with these projects.

Wishing you a productive and safe summer season,

--

Kim Brown

KLB Insurance

Email: kim@klbins.com

Website: www.klbins.com

Legislative Update

New Bill for Entertainment Venues

The final bill which has not yet passed out of committee, requires places of entertainment with an occupancy of at least 100 people to provide free water to attendees and allow attendees to bring in sealed bottled water or an empty water bottle to fill.

A bill for an act relating to commerce; requiring places of entertainment to provide access to potable water at events; proposing coding for new law in Minnesota Statutes, chapter 325F.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

Sec. 30. [325F.677] AVAILABILITY OF WATER AT PLACES OF ENTERTAINMENT.

Subdivision 1. Definition. For purposes of this section, “place of entertainment” has the meaning given in section 325F.676, subdivision 1, paragraph (h).

Subd. 2. Available water requirement. When a place of entertainment’s occupancy exceeds 100 attendees and where an attendee must have a ticket in order to access the place of entertainment, a place of entertainment must provide attendees with access to potable water by:

- (1) providing water at no cost to the attendees;
- (2) allowing attendees to bring factory-sealed bottled water into the place of entertainment; or
- (3) allowing attendees to bring an empty water bottle to the place of entertainment and providing attendees with access to potable water to fill the bottle. A place of entertainment may prohibit certain types and sizes of water bottles in order to protect the safety of others.

Subd. 3. Exceptions. An exhibit, gallery, or presentation space where beverages are prohibited is not required to allow water into the exhibit, gallery, or presentation space if water is available at no cost in an accessible location outside of the exhibit, gallery, or presentation space.

Chapter 4 - MN Laws

(h) “Place of entertainment” means an entertainment facility, including but not limited to an amphitheater, theater, stadium, arena, racetrack, museum, amusement park, venue, club, or other place where performances, concerts, exhibits, athletic games, contests, or other forms of entertainment are held. For the purposes of this section, place of entertainment does not include movie theaters.

Applications for Cannabis Event Organizer Licenses

On August 1, Office of Cannabis Management will begin accepting applications for cannabis event organizer licenses. This will be an open-ended opportunity for applicants, with applications accepted on a rolling basis. The cannabis event organizer license authorizes the holder to plan and host temporary cannabis-related events in Minnesota. Pursuant to Minnesota law, cannabis events must be limited to ages 21 and older and may not include the sale or consumption of alcohol. Cannabis events may feature the on-site sale and use of adult-use cannabis products, lower-potency hemp edibles, and hemp-derived consumer products. Event organizers may host multi-day events, provided that the event does not exceed four consecutive days in duration.

This license type is temporary and must be obtained separately for each event. All cannabis event activities require local approval, including but not limited to any permits or licenses required by the applicable local unit of government and specific approval of on-site consumption areas. Event organizers must obtain this approval before submitting an application to the OCM and provide proof of local approval as part of the application.



— Keith Kalli
Vice President On-Sale
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Third Street Brewhouse

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Beer Distributors



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Pilot Games Cover, pp 6-7

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July 9, 2025, is the 36th Annual MLBA Golf Outing!

Thank you for your participation! Please be ready at your tee box for the shotgun start at Noon. If you are listed on a "B", your foursome will tee-off second on that hole. The tournament is "Scramble" format. Yardages are from the white tees, except 2 & 14 show both white and red yardages for the hole-in-one contest. Good luck!! ** Sponsor in BOLD is the "Beverage Sponsor" for that hole. **

HOLE 1 (336 yd Par 4)

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- ★ Rosedahl Public Affairs
- ★ West Side Liquors

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Dennis Pelletier
Dustin Nelson
Andrew Castle

1B Powerhouse Bar

Dick Kari
Bo Davidson
Luke Davidson
Jim Irving

HOLE 2 (165m/150w Par 3)

★★ \$5,000 Hole in One Contest ★★
(sponsored by Illinois Casualty Co.)

ee Sponsored by:

- ★ Illinois Casualty Co.
- ★ Ross Nesbit Agencies

2A IL Casualty 1

Arron Sutherland
Carlos Landreau
Dale Heille
Jeff Stanley

2B IL Casualty 2

Rick Zumbahlen
Josh Havlik
Steve Meyer
Andrew Bauer

HOLE 3 (493 yd Par 5)

sponsored by:

- ★ Constellation Brands
- ★ Arrow International

3A New Brighton Eagles

Becky Korsunsky
Mark Allgood
Perry Kytola
Tim Schmitz

3B Constellation Brands

Ryan Stewart
Michael Clausen
Cecilia Faber
Jason Fawver

HOLE 4 (365 yd Par 4)

Sponsored by:

- ★ Phillips Distilling
- ★ Monroe Moxness Berg P.A.
- ★ Johnson Brothers Liquor Co.

4A Team Dahlgreen

Dave Tessman
Keith Flatebo
Dave Varner
Peer Finstad

4B Monroe Moxness Berg

Matt Duffy
Mike Stiefel
Pat Wheeler
Paul Sevenich

HOLE 5 (465 yd Par 4)

Sponsored by:

- ★ GRD - Global Reserve Distrib.
- ★ Kennedy & Fitzgerald CPAs

5A Chaska VFW

Jackie Dekker
Jamie Dekker
Billy Luetkahans
TBD

5B Kennedy & Fitzgerald

Sarah Bader
Lisa Brennan
Dawn Mantel
Trinh Trahn

HOLE 6 (171 yd Par 3)

★★ Closest to the Pin (everyone) ★★

Sponsored by:

- ★ Vinocopia & Cantilever Distilling
- ★ Eide Bailey
- ★ Church Offset Printing

6A Chumly's 1

Mac Scheuble
Maxx Williams
Sean Leonjarn
Derik Noeldner

6B Chumly's 2

Vici Scheuble
Ron Elder
Jill Sabol
Wade Sabol

HOLE 7 (495 yd Par 5)

★★ Longest Drive (men) ★★

Sponsored by:

- ★ DoorDash
- ★ Society Insurance
- ★ Klinkhammer Financial

7A DoorDash

Tom Carrol
Robert Lasker
Robert Broderick
Preet Saini

7B Chumly's 3

Sally Scheuble
Danielle Williams
Nikki Siddons
TBD

HOLE 8 (416 yd Par 4)

★★ Longest Putt (everyone) ★★

Sponsored by:

- ★ EruptCinn
- ★ College City Beverage
- ★ Anheuser-Busch

8A West Central I

Herby Dahl
Al Drexler
Rob Peterson
Andy Torsted

8B West Central II

Matt Meyers
Isaac Peterson
Jim Bratlien
Les Baker

HOLE 9 (360 yd Par 4)

Sponsored by:

- ★ Brown-Forman
- ★ Next Generation Gaming
- ★ Rate Zero LLC

9A Chanhassen Am Legion

Kenny Larson
Paul Shellum
Dan Herr
Josh Brown

9B Rate Zero

Shannon Wood
Charles Durkin
Derek Benson
Ryan Hupka

HOLE 10 (362 yd Par 4)

Sponsored by:

- ★ Third Street Brewhouse
- ★ Heaven Hill Distilleries
- ★ Quinny's Sports Pub

10A Quinny's Sports Pub A

Ryan Thoemke
Tim Tschida
Matt Witham
Jon Tomasewski

10B Quinny's Sports Pub B

Janis Quinlan
Tom Lehmann
Bones Johnson
Ryan Pitlik

HOLE 11 (525 yd Par 5)

★★ Long Drive (women) ★★

Sponsored by:

- ★ Emerald Elements
- ★ MGM Wine & Spirits Inc.

11A Broadway Bullies

Dean Rose
Cheryl Chanen
Chase Haller
Bob Dierke

11B Emerald Elements

Kolin Knutson
Tim Graft
Todd Caven
John Holmes

HOLE 12 (158 yd Par 3)

★★ Closest to the Pin (everyone) ★★

Sponsored by:

- ★ Diageo
- ★ Capitol Beverage Sales
- ★ Breakthru Beverage MN

12A Apple Valley Liquor

Steve Schuft
Rick Heyne
Ben Dockter
Bobby Bloch

12B Swany's Pub

Alex Kohlmann
Ryan Adams
Joe Bluhm
Hunter Retzlaff

HOLE 13 (411 yd Par 4)

Sponsored by:

- ★ Performance Foodservice
- ★ HSC Brokers
- ★ Pernod Ricard

13A Good Time Liquors

Joe Butler
Jason Arndt
Al Jongerius
Craig Jongerius

13B HSC Brokers

Jerry Vlaminc
Rick Guntzel
Todd Maass
Dan McGuire

HOLE 14 (170m/155w Par 3)

★★ \$5,000 Hole-in-One Contest ★★ (Sponsored by HSC Brokers)

Tee Sponsored by:

- ★ Bacardi USA
- ★ Sierra Nevada Brewing
- ★ Kaplan, Strangis & Kaplan PA

14A Team Dahlgreen

Dave Tessman
Keith Flatebo
Steve Kroenke
Peer Finstad

14B Bacardi USA

Stephanie Georgesen
Jake Jungbauer
Ben Lahti
Joel Herz

HOLE 15 (392 yd Par 4)

Sponsored by:

- ★ Beam Suntory
- ★ Cloud Retailer
- ★ KLB Ins.

15A Riverfront Liquor

Peter Trocke
Paul Vos
Mike Vos
Fred Fredrickson

15B Bellboy Corp.

Keith Donovan
Blake Stoppel
Shawn Garcia
Pete Ward

HOLE 16 (400 yd Par 4)

Sponsored by:

- ★ Mark Anthony Brands
- ★ Dahlheimer Beverage

16A South Street Saloon 1

Devin Gasswint
Mike Thomas
Jacob Moody
Jeremy Drummer

16B South Street Saloon 2

Craig Kotthoff
Brandon Holcomb
Carson Gasswint
Brady Smith

HOLE 17 (460 yd Par 5)

Sponsored by:

- ★ Gray Duck Spirits
- ★ MN Beer Wholesale Assn.

17A Stick's Tavern

Keith Hinrichs
Jon Beberg
Jake Hinderman
Josh Clark

17B Gray Duck Spirits

Jerry Schulz
Mark Cotter
Ryan Kuhlka
Kevin Unterreiner

HOLE 18 (383 yd Par 4)

★★ Longest Putt (everyone) ★★

Sponsored by:

- ★ Molson Coors
- ★ Zipps Liquor
- ★ 3Diamond

18A MN Municipals 1

Paul Kaspszak
Eric Pohest
John Glenn
Jon Chance

18B MN Municipals 2

Brian Whitt
Tom Agnes
Eric Luther
Mike Strathman

Very Special Thanks to All Our Sponsors in 2025

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West Side Liquor Stores
Zipps Liquor

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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!

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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.*



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BRAND CONTACT:
RAUL TEMPLONUEVO
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Jim Beam® Introduces a Tropical Twist to Kentucky Tradition with Jim Beam® Pineapple

The American Classic Meets the Bold, Sweet Flavor of Pineapple

Clermont, KY, March 25, 2025 – Jim Beam is getting ready for summer with the unveiling of its latest flavor innovation, Jim Beam Pineapple, adding to its award-winning portfolio. This new expression blends the bold flavor of pineapple with signature smooth Kentucky straight bourbon – a fresh and flavorful take that adds a tropical piña twist to classic Southern traditions.

This new release infuses the sweetness of pineapple notes with the smooth oak and caramel that bourbon fans know and love. It is a fresh take that is easy to enjoy, whether you are a seasoned whiskey drinker or whiskey curious. With its bold flavor and laid-back vibe, Jim Beam Pineapple offers an inviting introduction for those who find whiskey intimidating and encourages more people to raise a glass together and enjoy it together.

“As a brand rooted in Kentucky tradition, we love putting fresh spins on our brands—and Jim Beam Pineapple does exactly that,” said Freddie Noe, 8th Generation Master Distiller of the James B. Beam Distilling Co. “This new flavor is our first flavored spirit in four years, and reflects the bold, vibrant spirit of today’s South. It is a celebration of flavor and community, made to be enjoyed with family and friends this summer season.”

Designed for versatility, Jim Beam Pineapple can be enjoyed in a variety of refreshing serves, including the Jim Beam Pineapple & Lemon Lime Soda — served in a tall glass over ice and garnished with a slice of lime or a Pica y Piña, a bright yet spicy cocktail of Jim Beam Pineapple, lime juice, simple syrup, jalapeños and a tajin rim. Jim Beam Pineapple is ideal for bringing people together for backyard barbecues and front porch gatherings, offering a modern take on Southern flavors for drinkers 21+.

Jim Beam Pineapple (32.5% ABV) is now available nationwide at select retailers for a suggested retail price of \$19.99 per 750mL bottle.

For more information about Jim Beam Pineapple and to discover cocktail recipes, follow Jim Beam on Instagram (@jimbeamofficial) and Twitter (@jimbeam) or visit www.jimbeam.com.

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About Jim Beam®:

Jim Beam is the world’s best-selling bourbon, crafted by eight generations of family distillers since 1795. Fred Noe, Jim Beam’s seventh-generation Master Distiller, and Freddie Noe, Jim Beam’s eighth-generation Master Distiller, have stayed true to the family recipe that’s been passed down through generations. The Jim Beam portfolio of products includes Jim Beam Bourbon, Jim Beam Black®, Jim Beam Double Oak, Jim Beam Devil’s Cut, Jim Beam Flavors, and Jim Beam Rye among other offerings. For more information, go to www.jimbeam.com, @jimbeamofficial on Instagram and @jimbeam on Twitter.

About Suntory Global Spirits:

As a world leader in premium spirits, Suntory Global Spirits inspires the brilliance of life, by creating rich experiences for people, in harmony with nature. Known for its craftsmanship of premium whiskies, including Jim Beam® and Maker’s Mark®; Japanese whiskies, including Yamazaki®, Hakushu®, Hibiki® and Toki™; and leading Scotch brands including Laphroaig® and Bowmore®, Suntory Global Spirits also produces leading brands such as Tres Generaciones® and El Tesoro® tequila, Roku™ and Sipsmith® gin, and is a world leader in Ready-To-Drink cocktails, with brands like -196™ (minus one-nine-six) and On The Rocks™ Premium Cocktails.

A global company with approximately 6,000 employees in nearly 30 countries, Suntory Global Spirits is driven by its core values of Growing for Good, Yatte Minahare and Giving Back to Society. The company’s Proof Positive sustainability strategy includes ambitious goals and investments to drive sustainable change and have a positive impact on the planet, consumers and communities. Headquartered in New York City, Suntory Global Spirits is a subsidiary of Suntory Holdings Limited of Japan. For more information, visit www.suntoryglobalspirits.com and www.drinks mart.com.

Press Contacts:

Amanda Haynes: Amanda.Haynes@beamsuntory.com
Kirsten Schubert: Kirsten.Schubert@exposure.net

New Allied Member

GRD - Global Reserve Distribution

"Distribution done right."

From their website: www.grdistro.com ...

Partnership Beyond Products

At Global Reserve, we believe that choosing the right distribution partner is vital to the flourishing of your business. That's why we are dedicated to not just supplying products, but providing a first-rate customer experience that distinguishes us from the rest. We're agile, hard-working, and will work with you to reach creative solutions to meet your needs.

Services ...

- **Manufacturing**

With our Drink Manufacturing Services, where we not only streamline your beverage production but also supply cans, paktechs, and case trays. We handle your complete manufacturing process, ensuring compliance and quality so you can focus on growing your brand.

- **Product Packaging**

Our Product Packing Services offer a comprehensive solution for businesses looking to optimize their packaging process. From securing your products in durable packaging to ensuring they're ready for distribution, we provide everything needed to prepare your goods for the market.

- **3PL (Third-Party Logistics)**

Our 3PL service for e-commerce streamlines your logistics from warehousing to shipping, ensuring efficient order fulfillment and delivery. Leverage our expertise to enhance customer satisfaction while focusing on growing your business.

- **Brand Ambassador - Sample Pours**

Our Sample Pour Events service offers brands the opportunity to feature their products at various locations, engaging directly with consumers through guided tastings and immersive experiences. This service enhances brand visibility, fosters consumer engagement, and drives product discovery.

- **Contact**

Cory Peterson, 612-584-2983, cory@grdistro.com



— Jennifer Schoenzeit
MLBA Past President
Zipps Liquor, Minneapolis

MLBA's Premium Allied Members

These members have stepped up their investment!
(See page 12-13 for all MLBA Allied Member listings.)

Platinum Members



Illinois
Casualty
Company

Avalon Thomas-Roebal
309-793-1700
AvalonT@ilcasco.com

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



Preet Saini,
602-859-7283
preet.saini@doordash.com

Chris Strano
216-961-3500
cstrano@arrowinternational.com



Gold Members

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



Sara Navidazar
818-727-1690
snavidazar@diamondgame.com

Stuart Gray
952-250-6817
stuart@pfsfg.com



Silver Member



Nick Pahl
612-623-1532
npahl@sgws.com

Bronze Member

John Glenn
952-446-9262
john.glenn@tenthandblake.com





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

Alcohol Quotes of the Month

"Beer, if drank with
moderation, softens
the temper, cheers
the spirit, and
promotes health."

~ *Thomas Jefferson*

.....

"I don't have a
drinking problem.
'Cept when I can't
get a drink."

— *Tom Waits*

Toast of the Month

"To the nights we'll
never remember with
the friends we'll
never forget."

News from Alcohol & Gambling Enforcement

June 23, 2025

To: Minnesota Licensed Off-Sale Liquor Stores
Re: Notice Regarding the Sale of Products
Containing Kava

Dear Licensee:

This notice is being issued to clarify the status of Kava products sold in licensed retail liquor stores pursuant to Minnesota Statute 340A.412, subdivision 14.

Recently, we have become aware that some liquor stores are stocking Kava products marketed as conventional beverages, such as "non-alcoholic spirits" with serving sizes similar to traditional shots, and descriptions promoting them as alternatives to traditional spirits intended to be mixed with alcohol.

However, based on guidance from the Minnesota Department of Agriculture and the U.S. Food and Drug Administration (FDA), Kava is considered a dietary supplement and should not be marketed or sold as a conventional beverage. Under federal regulations, dietary supplements are prohibited from being represented as conventional beverages or foods.

Importantly, Minnesota law does not authorize the sale of dietary supplements in exclusive liquor stores. Therefore, products containing Kava are not permitted for sale in retail stores, even if marketed as a beverage.

Please review your inventory and discontinue the sale of Kava products to ensure compliance with state law. Note that this prohibition applies only to products containing the kava plant and should not be confused with Cava sparkling wine.

If you have questions or require additional information, do not hesitate to contact me.

Thank you for your attention to this matter and your cooperation.

Sincerely,

Bethany Danner
Senior Associate General Counsel
bethany.danner@state.mn.us.



June 23, 2025

To: Minnesota Liquor Manufacturers and Wholesalers
Re: Minn. Rule 7515.0300 - Items of Value

Our office has recently been made aware that certain retail liquor stores have received refrigerators from liquor manufacturers or wholesalers for use in retail stores at no cost to the retailer. These conveyances are in violation of Minnesota rules and unlawful.

As a reminder, Minnesota Rule 7515.0300, subpart 5(c) provides that liquor manufacturers and wholesalers may not "furnish, give, rent, lend, or sell to a retailer any equipment, fixtures, supplies, money, service, or other thing of value..."

If your company provided these or similar items to any retailers, please notify the retailer that it needs to immediately remove them from its store. Our licensing agents will be monitoring for these items as part of their routine field inspections.

Do not hesitate to contact our agency with any questions or concerns.

Sincerely,

Bethany Danner
Senior Associate General Counsel
bethany.danner@state.mn.us

###

Alcohol and Gambling Enforcement

445 Minnesota Street • Suite 1600

Saint Paul, Minnesota 55101

Phone: 651.201.7500 • Fax: 651.297.5259 •

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Email Updates

MLBA's Newsletters and Updates are E-mailed to all MLBA Members!! If you are not receiving it, either...

You're Not a Member
(See page 16 for a member application!)

You have not provided us with your email

(Email us at info@mlba.com to get on the list and put us in your address book to prevent spam filtering.)

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)



Beers That Can Be Legally Sold in 3.2 Licenses

With Minnesota being the only state with a specific 3.2 license, some say there will be no 3.2 beer. These 3.2 (or less) Alcohol by Weight (equivalent to 4.0 Alcohol by Volume) beers are NOT going away! In fact low carb, low alcohol beer is a growing segment!



Here are just a sampling of 3.2 beers available to those with a 3.2 license in the state of Minnesota: Amstel Light, Ballast Point Even Keel IPA, Blue Moon LightSky, Budweiser Select 55, Corona Premier, Deschutes Da Shootz Pilsner, Deschutes Wowza, Dogfish Head Slightly Mighty IPA, Fair State Dry January IPA, Golden Road Mango Cart Wheat, Goose Island So-Lo IPA, Hamm's Light, Heineken Light, Labatt Blue Light, Lagunitas Daytime IPA, Lambic, Lindemans Framboise, Lindemans Kriek Lambic, Lindemans Peche, Lindemans Pomegranate Lambic, Michelob Ultra Infusions, Miller 64, Murphy's Irish Stout, New Belgium Mural Agua Fresca Cerveza, Odell Good Behavior IPA, Redbridge Gluten Free, Schofferhofer Hefeweizen Grapefruit, Southern Tier Swipe Light Lager, Stiegl Radler, Stone Neverending Haze IPA, Sufferfest Repeat Kolsch, Ultra Pure Gold, White Claw 70, Heineken Silver and many more!



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