

PROOF

THE MAGAZINE FOR MINNESOTA'S LICENSED BEVERAGE RETAILERS



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CATCH THE EXCITEMENT ON PAGES 6-7



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PROOF

PROOF is a quarterly publication owned by MLBA

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**CHARITABLE
GAMING!**

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CATCH THE EXCITEMENT ON PAGES 6-7

The advertisement features a blue background with a large, stylized 'a' logo for Arrow. To the right, there is an image of a tablet displaying a bingo game interface with various fish icons and a 'WILD' symbol. The text is in a mix of white and blue fonts, with 'CHARITABLE GAMING!' in large, bold, white letters. The Arrow logo is a red square with a white 'a' and the word 'ARROW' below it. The bottom of the ad has a black banner with white text.

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Information on Hemp Edibles & Beverages Licensing

From a MLBA Update email weeks before the Low Potency Hemp Edibles and Beverages licensing timeline started October 1st and sent to all MLBA Members that have provided us with an email. If your not getting these MLBA Updates, make sure your membership is paid up and you have provided us with an email. To join MLBA see page 16 or mlba.com.

Hemp Licensing Timelines

The Minnesota Office of Cannabis Management (OCM) will accept applications for hemp business licenses between October 1 and October 31, 2025.

All registered businesses who wish to continue selling Low-Potency Hemp Edibles (LPHEs) will be required to apply for a license under Minnesota Statutes, chapter 342. Under Minnesota Statutes, section 342.18, subdivision 4, a hemp business must have been registered prior to the adoption of rules to qualify for conversion to licensure.

Businesses that were not registered with OCM during the registration period will be eligible to apply for a license starting October 1 as well but will not be able to operate until the license has been issued.

There is a document available on the state's OCM website which should answer the majority of your questions: **OCM Hemp Registrant to License Holder Conversion Guide** (PDF): Just search for "Conversion Guide" on the OCM website: mn.gov/ocm/

Many of you are currently selling THC edibles, including drinks and beverages.

Below are a couple of key pieces of information from the Conversion Guide ...

Transition Process for Hemp Registrants

Hemp registrants must apply for a Lower-Potency Hemp Edible (LPHE) license based on their activities and products. Businesses registered to sell hemp-derived cannabinoid products under Minnesota Statutes, section 151.72 may continue operations dur-

ing the interim period before the October application window and while their license application(s) are under review.

Once licensed, all LPHE license holders must comply with chapter 342, including requirements to source LPHEs from licensed lower-potency hemp edible manufacturers (LPHE-M) and cannabis businesses, or imported from out-of-state by either a cannabis wholesaler or a lower-potency hemp edible wholesaler (LPHE-W) license holder. Businesses currently operating under the hemp registration and applying for a cannabis business license must comply with chapter 342— including as it relates to LPHEs — immediately upon obtaining their license.

Hemp registrants should apply when OCM opens applications for LPHE licenses on October 1, 2025. The registrant will be permitted to sell for 30 days after the license application window opens. At the close of the initial LPHE license application period, OCM will begin enforcement actions against unlicensed sellers of hemp-derived cannabinoid products who have not submitted an LPHE license application, are not in the application process for a cannabis business license or have not successfully obtained a cannabis business license. After the LPHE license application window closes, hemp businesses who do not have a pending LPHE application will no longer be permitted to sell hemp-derived cannabinoid products under Minnesota Statutes, section 151.72.

During the application process for LPHE licensing, pre-licensure inspections will not be required for registered hemp retailers who have already undergone an inspection as part of their registration. However, lower-potency hemp edible manufacturer (LPHE-M), lower-potency hemp edible retailer (LPHE-R), and lower-



— Tony Chesak
MLBA Executive Director
tony@mlba.com

Timelines that Members Got Weeks Before!

potency hemp edible wholesaler (LPHE-W) applicants who are not currently registered may be required to complete a pre licensure review and/or site inspection before obtaining their license. While a pre licensure inspection may not be required, nothing limits the office's ability to conduct inspections of businesses as provided by law.

Delivery

Lower-potency hemp edibles may be purchased for delivery from a licensed LPHE-R with a delivery endorsement. Cannabis delivery license holders are also permitted to deliver LPHE products to consumers but cannot purchase LPHE products for delivery from LPHE-R license holders, only cannabis businesses. To have LPHE products delivered, an LPHE-R must obtain a delivery endorsement for their license or work with a different LPHE-R license holder with a delivery endorsement. LPHE-R license holders with a delivery

endorsement must not deliver lower-potency hemp edibles to an individual who is under 21 years of age or to a person who is visibly intoxicated.

The OCM held a public webinar, "Navigating Lower-Potency Hemp Edible Licenses" on Tuesday, Oct. 7th, from noon to 1 p.m.

MLBA even provided a free webinar to our members on October 17th to help step members through what turned out to be a very confusing licensing process. This online seminar was provided for (and notified to) MLBA MEMBERS ONLY! As I always say, "What is Your Business Worth?" Sign up for MLBA today, see page 16 or 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.

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



Actual poster is 25" x 34"



HEY, MINNESOTA!

Catch a **BRAND NEW**
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Arrow offers leading charitable gaming solutions that redefine entertainment in bars and liquor establishments across Minnesota. Cutting-edge Electronic Pull Tabs & quick-hitting Linked Bingo games provide unparalleled gaming experiences that will captivate your patrons.

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Choose from player favorite classics to innovative new formats.

Brilliant Displays

Our tablets ensure an engaging experience for all players.

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Promote fun and community engagement with sleek displays.

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linked bingo

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-Alissa S. Horan, Owner Sawmill Saloon & Restaurant



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Cannabis Licensing Compact Update from MN Office of Cannabis Management OCM

In October, Governor Tim Walz signed a Tribal-state compact authorized under Minnesota's 2023 cannabis law that outlines how the state of Minnesota and Prairie Island Indian Community. This agreement follows the agreement reached with the White Earth Nation as well as the Mille Lacs Band of Ojibwe earlier this year. Additionally, OCM continues to issue cannabis business licenses on a rolling basis for a total of 61 licenses currently, including 12 microbusinesses with a cultivator endorsement and two cultivator licenses. OCM has also issued preliminary approval to more than 1,400 businesses. As these businesses prepare operations and complete their final application steps to obtain licensure. Stay up to date on the application and licensing data at mn.gov/ocm



— Tim Mahoney
MLBA President
The Loon Cafe, Mpls

For Immediate Release: Governor Walz signs Tribal-state cannabis compact with Prairie Island Indian Community

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10/20/2025

St. Paul, Minn. – Today, Governor Tim Walz and the Office of Cannabis Management (OCM) announced the signing of a new Tribal-state cannabis compact authorized under state statute. The agreement outlines how the state of Minnesota and the Prairie Island Indian Community will promote lawful, cooperative, and mutually beneficial relationships to regulate cannabis and promote public health and safety.

“This milestone underscores our ongoing commitment to the people of Minnesota and Tribal Nations,” said OCM Executive Director Eric Taubel. “This compact provides state-licensed cannabis businesses the opportunity to partner with Prairie Island Indian Community and boost supply of product while maintaining the Tribe’s inherent sovereignty and right to self-govern.”

In establishing Minnesota’s cannabis law, the state Legislature directed the governor to negotiate intergovernmental agreements—cannabis compacts—with Tribal Nations sharing territory with Minnesota to strengthen public health and safety, secure an equitable and well-regulated cannabis market, and provide financial benefits to both the state and Tribal Nations.

Although the specifics of each Tribal-state compact are unique to each Tribal Nation, all of them contain the same commitments to put public health and safety first through product testing, data gathering and analysis, ensuring consistency for customers throughout Minnesota’s cannabis market. Each of the compacts contain provisions that create opportunities for Tribal Nations to partner with state-licensed businesses to sell Tribally grown cannabis products at wholesale into the state market. Prairie Island Indian Community plans to begin wholesaling activities with state-licensed cannabis businesses next month.

“We’re grateful to have this compact completed, and we’re excited to continue meeting demand in Minnesota’s growing recreational cannabis market with the exceptional cannabis products we are producing,” said Prairie Island Indian Community Tribal Council President Grant Johnson. “We’re very proud of the disciplined systems and processes we have created to ensure the safe, secure operation of our cannabis business on and off our reservation land. Those systems are modeled upon our more than 40 years of successful Tribal regulation of our gaming enterprise, and we are eager to continue applying that expertise to our cannabis operations.”

Compact negotiations continue between the state and Tribal Nations sharing territory with the state of Minnesota are ongoing. In May, the state finalized a cannabis compact with the White Earth Nation and last month, the state entered into a compact with the Mille Lacs Band of Ojibwe. The state expects to announce additional Tribal-state cannabis compacts soon.

More information about the compacting process, including copies of signed, executed Tribal-state cannabis compacts, can be found on OCM’s Tribal Compacts webpage: mn.gov/ocm/tribal-nation/compacts.jsp.

Minnesota Beer Day November 1st

From the MN Craft Brewers Guild (mncraftbrew.org) are some Minnesota-specific, practical ways that liquor stores can sell more beer while celebrating Minnesota Beer Day all year round!

1. Highlight Minnesota Craft Breweries

- Local Tap Takeovers (in-store or nearby bars): Partner with Minnesota craft brewers (Third Street, Summit, Schell's, Indeed, Bent Paddle, etc.) for beer features, tastings, or “meet the brewer” sessions.
- Curated MN Beer Six-Packs: Let customers “build your own six-pack” featuring only Minnesota beers. Add a small discount to encourage trial.
- Spotlight Rural Breweries: Feature limited releases from outstate breweries that customers may not normally see in metro stores.

2. Create Community-Focused Promotions

- “Buy Local, Support Local” Messaging: Emphasize that purchasing Minnesota beer supports Minnesota jobs, farmers (barley/hops), and communities.
- Charity Tie-In: Donate \$1 from every Minnesota beer 12-pack sold that day to a local nonprofit.
- Beer Day Passport: Partner with nearby liquor stores or bars to create a stamp card—shoppers who collect multiple “Minnesota Beer Day” stamps can win prizes.

3. Leverage Statewide Pride

- Minnesota Beer Map Display: Show a map of Minnesota with pins for all breweries represented in your store.
- Sports Tie-In: Align Minnesota Beer Day with Gophers, Vikings, Twins, Timberwolves, or Wild branding (“Toast Minnesota Teams with Minnesota Beer”).
- Northwoods & Lake Themes: Decorate with Minnesota icons—lakes, loons, Paul Bunyan—for a fun, recognizable vibe.

4. In-Store Engagement

- Trivia & Giveaways: Minnesota beer trivia questions with prizes like branded glassware, growlers, or local merch.
- Sampling Safely: If permitted by law, offer small tastings of Minnesota beers.
- Exclusive Discounts: Offer “Minnesota Beer Day pricing” (e.g., 10% off MN beer).

5. Extend Beyond the Day

- Seasonal Rotations: Launch a “Minnesota Beer of the Month” following Beer Day.
- Loyalty Punch Cards: After Beer Day, reward customers who continue buying Minnesota beer (buy 10, get 1 free).
- Cross-Promotions: Partner with local restaurants or food producers (cheese curds, walleye snacks, hotdishes) for bundle deals.



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



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AllTrack is the Newest Performing Rights Organization (PRO)

From their website: www.alltrack.com

What is a PRO?

A Performing Rights Organization (PRO) pays performance royalties to creators and publishers each time their songs are streamed, broadcast or performed live.

Where AllTrack collects

AllTrack licenses and collects worldwide royalties from millions of businesses across all industries

- Streaming services
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- Radio stations
- Websites and apps
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- Resorts, hotels and motels
- Healthcare and medical facilities
- **Bars, restaurants and nightclubs**
- Stadiums and arenas
- Special events
- Retail stores
- Gym and fitness facilities
- Dance studios
- Colleges and universities
- Hundreds more...



— Keith Kalli
Vice President On-Sale
Kalli's Place, Wright, MN

Did you know?

- Creators are entitled to earn performance royalties under global copyright law.
- Performance royalties typically represent well over 50% of a creator's publishing income.
- AllTrack empowers creators to easily register for and start receiving performance royalties.

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Handout at this Year's MLBA Golf Outing held

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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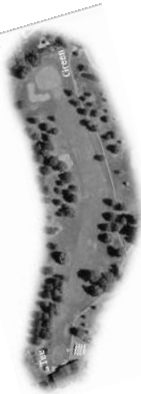
- ★ Shamrock Group
- ★ Rosedahl Public Affairs
- ★ West Side Liquors

1A Kalli's Place

Keith Kalli
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.)

Tee Sponsored by:

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- ★ 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)

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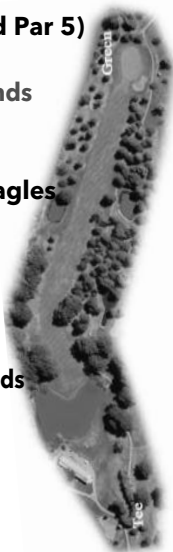
- ★ Constellation Brands
- ★ Arrow International

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)

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- ★ 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:

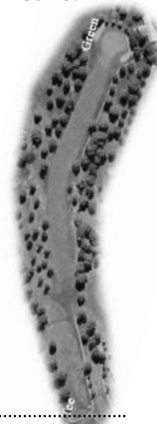
- ★ GRD - Global Reserve Distrib.
- ★ Kennedy & Fitzgerald CPAs

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 Bailley
- ★ Church Offset Printing

6A Chumly's 1

Mac Scheuble
Maxx Williams
Sean Leonjvarn
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:

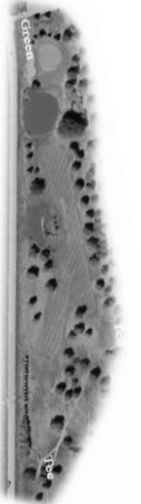
- ★ DoorDash
- ★ Society Insurance
- ★ Klinkhammer Financial

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:

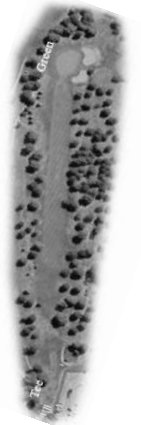
- ★ EruptCinn
- ★ College City Beverage
- ★ Anheuser-Busch

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:

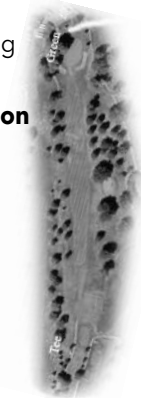
- ★ Brown-Forman
- ★ Next Generation Gaming
- ★ Rate Zero LLC

9A Chanhassen Am Legion

Kenny Larson
Paul Shellum
Dan Herr
Josh Brown

9B Rate Zero

Shannon Wood
Charles Durkin
Derek Benson
Ryan Hupka



July 9th at Beautiful Dahlgreen Golf Club in Chaska

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:

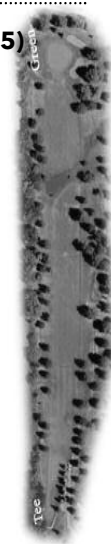
- ★ Emerald Elements
- ★ MGM Wine & Spirits Inc.

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 Vlamincik
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:

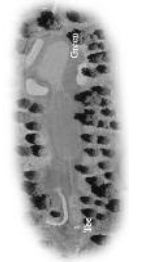
- ★ Bacardi USA
- ★ Sierra Nevada Brewing
- ★ Kaplan, Strangis & Kaplan PA

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:

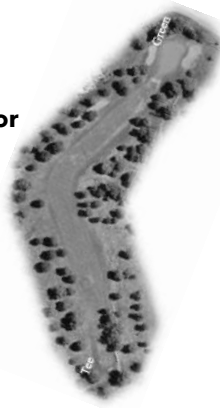
- ★ Beam Suntory
- ★ Cloud Retailer
- ★ KLB Ins.

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:

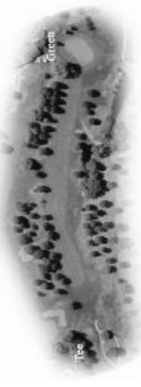
- ★ Molson Coors
- ★ Zipps Liquor
- ★ 3Diamond

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			
3Diamond	Capitol Beverage Sales	DoorDash	HSC Brokers
Ace Ice/Shamrock Grp	Church Offset Printing	Eide Bailly LLP	Illinois Casualty Co.
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Arrow International	College City Beverage	EruptCinn	Kaplan Strangis
Beam Suntory	Constellation Brands	Gray Duck Spirits	Kennedy Fitzgerald CPAs
Breakthru Beverage MN	Dahlheimer Beverage	GRD - Global Reserve Dist	KLB Insurance
Brown-Forman	Diageo	Heaven Hill Distilleries	Klinkhammer Financial
			Mark Anthony Brands
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			Momentum Advocacy
			Monroe Moxness Berg, P.A.
			Next Generation Gaming
			Performance Foodservice
			Pernod Ricard
			Phillips Distilling
			Quinny's Sports Pub
			Rate Zero LLC
			Rosedahl Public Affairs
			Ross Nesbit Agencies.
			Sierra Nevada Brewing
			Society Insurance
			Third St Brewhouse
			Vinocopia & Cantilever
			West Side Liquor Stores
			Zipps Liquor

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!

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 - ✓ **Alcohol Awareness & Server Training Services, Either Held at Your Business or Online at mlba.com!**
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 - ✓ **Employee Health, Dental and Life Insurance Packages!**
 - ✓ **Business Brokerage, Selling or Buying!**
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 - ✓ **Marketing and Public Relations**
 - ✓ **Point-of-Sale and Inventory Management Systems!**
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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.*



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Buchanan's Scotch Whisky Introduces Green Seal

A Luxury Whisky Pulsing With Ritmo, Crafted For Your Inner Circle

Sept. 17, 2025 /PRNewswire/ -- Buchanan's Blended Scotch Whisky proudly unveils Buchanan's Green Seal, a vibrant new luxury expression in its award-winning portfolio. Bursting with tropical fruit and spiced notes, Green Seal was crafted with a new class of luxury in mind, embodied by 200%ers, a generation boldly blending Hispanic and American culture into every celebration. A blend that embraces the luxury of expressing life loudly and authentically, Green Seal is crafted to amplify the ritmo (rhythm) of high-energy celebrations with your inner circle – because in our world, the night doesn't start until we unseal it together.

Buchanan's Blended Scotch Whisky Green Seal is a one-of-a-kind expression, crafted with a never-before-released Glen Elgin single malt and an innovative wine yeast. This creative combination introduces a vibrant twist of tropical fruit notes that sets it apart within Buchanan's luxury portfolio, blending cultural pride with elevated taste. The whisky is layered with notes of zesty citrus, milk chocolate, creamy vanilla, and warm wood spices, accented by hints of toffee and apricot jam from experimental stocks and American Oak Bourbon Casks. Green Seal delivers an exceptional and approachable whisky. Best enjoyed neat, on the rocks, or with a splash of coconut water, Green Seal is destined to bring that extra ritmo to every night out at the club, sobremesa with the family or milestone celebration.

“For years, Buchanan's has been celebrating Latin luxury and those creating it, and as that boldness and creativity continue to impact mass culture, we want to recognize the new class that continues defining and redefining luxury,” says Linda Lagos-Morales, Brand Director, Buchanan's Blended Scotch Whisky. “With Green Seal, we wanted to embrace the beat of Latin culture and create more than just a whisky, but a spark for the ritmo latino that pulses wherever and whenever our familia celebrates – a spirit that honors creativity, boldness and elevates the moments when we embrace who we are – where Latin luxury and presence take center stage.”

Beyond its bold new flavor, Green Seal makes a striking impression through its unique design. The bottle's familiar emerald-green glass and gold accents reflect both modern luxury and the

brand's iconic heritage while evoking the richness and warmth of Latino culture. Inspired and modeled after the brand's historic seal, the circular emblem structure of the bottle embraces movement and symbolizes the ‘inner circle’ this variant was created to celebrate – the 200%ers embracing their cultures loudly and proudly. More than packaging, the design stands as a statement piece that brings ritmo to the bar cart and reflects the spirit of the inner circle in every pour.



“Green Seal marries the craftsmanship of luxury whisky with an innovative twist of vibrant, tropical fruit notes – keeping rhythm at the center of this exceptional blend,” said Craig Wallace, Master Blender, Buchanan's Whisky. “With a more subdued peatiness than Buchanan's other luxury variants, it delivers a blended whisky with a delicate and approachable flavor, perfect for sharing with your inner circle.”

This fall, Buchanan's will roll out a series of social and digital content, events, and celebrations designed to honor the ritmo pulsing at the heart of Latin culture, placing Green Seal firmly in the center of Latin Luxury. Throughout the season, Green Seal will pulse during cultural moments at the intersection of music and style bringing the ritmo – wherever our inner circle showcases their energy and cultural pride, transforming gatherings into celebrations of us. Each moment is another line in our love letter to Latinidad, ensuring this new expression is experienced wherever rhythm drives the experience and Latin Luxury takes the spotlight, before ultimately inviting consumers into the world of Green Seal with the ultimate celebration of “us.”

Buchanan's Green Seal is a permanent addition to the Buchanan's Whisky portfolio with an ABV of 40% and is available for purchase by those who are 21+ online at ReserveBar.com and at fine spirits retailers nationwide, with a suggested retail price of \$99.99.

Follow us on Instagram @buchananswhisky to see how Buchanan's unseals the night and unite over Green Seal with exciting digital content and turn up the ritmo at a series of celebrations that pulse with energy, reflecting the richness of Latin culture and unforgettable energy of coming together with your inner circle.

New Platinum Allied Member, Arrow International Brings a New Era of Charitable Gaming to Minnesota

E-tabs and linked bingo arrive with big benefits for players, venues, and charities

Minnesota has a long and proud tradition of charitable gaming. From church basements and VFW halls to busy bar and restaurant pull-tab counters, charitable gaming has helped keep local communities strong for decades. Now, with the arrival of Arrow International's eTabs and Linked Bingo, that tradition is about to get a major boost.

Arrow International — the largest and most experienced provider of charitable gaming solutions in the United States — has officially introduced its Arrow eTabs to Minnesota. For venues, players, and charities, this means more options, more excitement, and more tools to help raise money for local causes.

But Arrow isn't just dropping off new games and moving on. The company is bringing with it a complete ecosystem: world-class digital games, durable technology, 24/7 customer service, and hands-on merchandising support to make running charitable gaming simpler and more effective

A Trusted Name in Minnesota Charitable Gaming

Arrow International is no stranger to Minnesota. For decades, community organizations here have relied on Arrow brands like Trade Products (TPI), Specialty Manufacturing (SMI), and Universal Manufacturing. Classics like Bananas®, Biker Betty®, MONOPOLY™, and Crowns and Bars® are household names in the charitable gaming world. Those products alone have helped Minnesota organizations raise billions for local causes, from youth sports and church programs to veterans' services and neighborhood initiatives.

Arrow's formula has always been pretty simple: provide great games, deliver reliable technology, and support operators so they can focus on their mission. That's why so many charities already trust Arrow in Minnesota — and why the company is now confident eTabs and Linked Bingo will make an even bigger impact across the state.

Why Venues Will Appreciate Arrow eTabs

For bar owners, VFW halls, and other charitable gaming sites, the biggest question is always: Will this help me bring players in the door and keep them coming back?

Arrow eTabs were built with that in mind.

- Great games: The library is full of fun, engaging titles designed to keep players entertained.
- Reliable tablets: The equipment is sturdy, fast, and simple to use — no headaches for staff or players.
- Smooth operations: Less time troubleshooting means more time serving customers and building community.

The end result is straightforward: more satisfied players, steadier revenue, and less stress for venue operators

Linked Bingo: A Proven Player Magnet

While eTabs are a big step forward, one of the most exciting parts of Arrow's arrival in Minnesota is Linked Bingo. These games are already building buzz because they bring a whole new level of excitement to charitable gaming.

Take Irish Coins Linked Bingo. With a \$50,000 top prize awarded in just 50 ball drops, it's a game that gets people talking — and showing up. Players don't want to miss their shot at that kind of jackpot, and venues benefit from the extra foot traffic and longer visits.

Now, Arrow is preparing to roll out MONOPOLY™ Linked Bingo, and the anticipation is even bigger. Combining one of the most recognizable brands in the world with Arrow's fast-hitting jackpot style, MONOPOLY Linked Bingo promises more jackpots, more often, than any other linked product in the market. For Minnesota venues, it's a powerful tool to stand out from the competition and give players another reason to keep coming back.

Taking the Hassle Out of Operations

Of course, great games alone don't guarantee success. Venues also need systems that are reliable, easy to manage, and supported by real people who know the industry. Arrow has made that part of its mission.

- 24/7 Customer Service: Whether it's a late-night issue or a quick question during a busy Saturday, Arrow's support team is available by phone, email, chat, or text.
- Professional Merchandising: From signage to displays, Arrow provides ready-to-go materials that make promoting games simple and effective.

- Turnkey Technology: Installation, updates, and day-to-day reliability are all built into the system, taking stress off operators and staff.

For Minnesota venues, this means less time worrying about operations and more time focusing on their members, customers, and communities.

Built on Community Impact

At the heart of charitable gaming is the mission to support local causes. Arrow understands that. Every jackpot, every new product, and every technology upgrade is designed with one goal: to help organizations raise more money for their communities.

By delivering exciting games and reliable systems, Arrow makes it easier for venues to succeed. And when venues succeed, local charities benefit — whether that's funding for high school sports teams, services for veterans, or programs that keep small-town life strong.

Looking Ahead in Minnesota

With Arrow eTabs and Linked Bingo now in the state, Minnesota venues have a new opportunity to energize their gaming operations. Between blockbuster games like Irish Coins and MONOPOLY, durable technology, 24/7 support, and hands-on merchandising, Arrow is giving operators everything they need to attract players and generate steady revenue for their causes.

It's more than just games, it's a commitment to helping Minnesota's charitable gaming community thrive for years to come.

Arrow also works hand-in-hand with Minnesota's most trusted gaming distributors. That means operators don't have to look far to get started. Just connect with your distributor, and you'll be on your way to adding exciting new tools that can keep players engaged and keep charitable dollars flowing.

The bottom line is simple: Arrow International isn't just entering the Minnesota market — it's here to raise the bar. For venues, players, and the charities that depend on them, that's good news worth celebrating.

Because at the end of the day, charitable gaming in Minnesota isn't about gadgets or jackpots — it's about community. And with Arrow's arrival, those communities now have more ways than ever to win.

~ Chris Strano, 216-961-3500
 cstrano@arrowinternational.com
 www.arrowinternational.com/MN



arrowinternational.com/mn



— Jennifer Schoenzeit
 MLBA Past President
 Zipp's 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



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 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

“I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts, and beer.”

— *Abe Lincoln*

.....

“24 hours in a day,
24 beers in a case.
Coincidence?”

— *Steven Wright*

Toast of the Month

“Here’s to those who seen us at our best and seen us at our worst and cannot tell the difference.”

... Tax Hike on Legal Cannabis in Michigan

Michigan’s cannabis industry, struggling from plunging prices, layoffs, and shuttered dispensaries and cultivators, is facing a tax hike. Gov. Gretchen Whitmer is pushing a 24% wholesale tax on marijuana products that business owners claim will drive customers to the illicit market. The MI state House in late Sept. voted 78-21 to approve the tax, which is projected to raise \$420 million a year. But industry leaders say that estimate ignores the inevitable loss in revenue from losing customers, dispensaries, and cultivators. The tax hike was a bipartisan effort with nearly equal numbers of democrats and republicans voting NO.

... Illinois Federal Court Upholds Direct Shipping Ban

Out-of-state retailers will continue to be prevented from delivering alcohol to in-state consumers. U.S. District Judge Jeremy Daniel of the Northern District of Illinois granted summary judgment to members of the Illinois Liquor Control Commission in a lawsuit brought by two Illinois wine collectors who claimed that the out-of-state limits violate the dormant commerce clause of the U.S. Constitution. The Illinois Liquor Control Commission is represented by the Office of the Illinois Attorney General. The case is *Freehan et al. v. Berg et al.*, case number 1:22-cv-04956, in the U.S. District Court for the Northern District of Illinois.

... Mood Enhancement: the Difference Between a Beer Buzz and a Cannabis Beverage

From American Craft Beer (9/17/25): *There’s a moment many of us know well—the first sip of an ice-cold beer after a long day. Within minutes, a soft buzz sets in, loosening shoulders, brightening moods, and maybe even sparking a little social courage. But another contender has entered the mood-enhancement game: cannabis beverages. The question is --how does that buzz actually compare to a beer buzz?* Read the full article on their website: www.americancraftbeer.com

... Central MN “Breathalyzer” Problem?

From KSTP (9/24/25): Attorney discovers problem with alcohol detection device used in DWI cases in the heart of Minnesota’s cabin country. Seventy-three DWI test results in Aitkin County are being looked at closely by authorities now after a local attorney raised concerns about an alcohol testing device.

The device in question is housed at the Aitkin County Sheriff’s Office but is used by several law enforcement agencies in the area after traffic stops.

Attorney Chuck Ramsay told 5 EYEWITNESS NEWS that he asked the Minnesota Bureau of Criminal Apprehension (BCA) for maintenance records for the instrument while his firm was investigating two clients’ cases. Go to KSTP.com for the full article.

... Trump Branded Vodka?

The president’s second son Eric posted on social media in September that he is reviving Trump Vodka, a liquor brand launched in 2007 and ceased in 2011 due to low sales. From the post: “COMING SOON,” Eric captioned the post, taking after his father’s signature all-caps typing style. Before Trump was even inaugurated for a second term in January, Eric had already been mulling launching a vodka line hitched to the family name, according to CBS News.” Given the success of Trump Winery and Trump Cidery in Charlottesville, Virginia, several groups have approached our team about expanding our offerings to include spirits,” he said at the time. “These conversations, while exciting, have been preliminary and nothing has been finalized.”

... Largest U.S. Wineries List by 2024 Case Sales

From *Wine Business Monthly* (winebusiness.com)

1. Gallo, Annual U.S. Case Sales Volume: 94 million
2. The Wine Group, 40 mil
3. Trinchero Family Estates, 19 million
4. Delicato Family Wines, 16.3 million
5. Constellation Brands, 14 million
6. Treasury Wine Estates, 7.5 million
7. Deutsch Family Wine & Spirits, 7.5 million
8. Jackson Family Wines, 6 million
9. Ste. Michelle Wine Estates, 5 million
10. Bronco Wine Co., 3.5 million cases

*The
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Wine
&
Spirits
Wholesale
Association*

*Serving Minnesota's
Retail Alcoholic
Beverage Industry
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SINCE 1933



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THANK YOU!

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Arrow Int'l6 - 7

Arrow Int'lInside Back Cover

Illinois Casualty Company2

KLB Insurance Services.....8

MolsonCoors

- Miller LiteBack Cover

MN Wine & Spirits Wholesalers21

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!

Check out Arrow!

**A better, more modern,
convenient, and
easier-to-use charity
gaming option for your
establishments.**



Irish COINS
linked bingo

50 FOR 50!

**50 BALLS
FOR A
\$50,000
PROGRESSIVE PRIZE!**

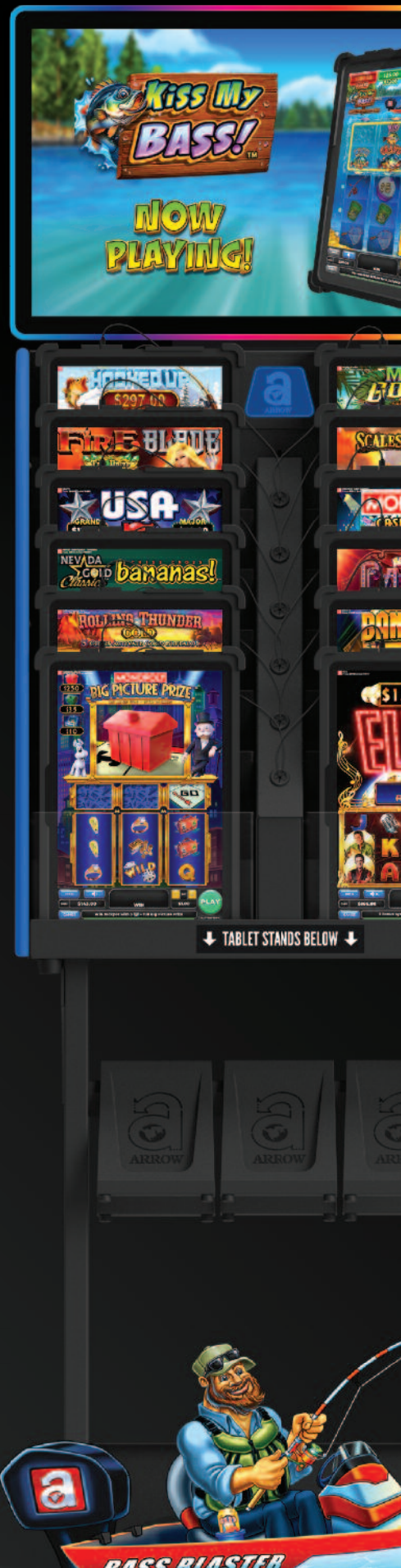
Available for a limited time only!

Don't miss your chance to elevate your gaming experience with Arrow. Reach out to your charities or gaming distributors today to learn more about the Arrow advantage of innovative Electronic Pull Tabs and take advantage of exciting merchandising opportunities.



MINNESOTA CHARITIES
Win with Arrow!

ARROWINTERNATIONAL.COM/MN





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St. Paul, MN 55106-5845

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