

Carlin Edwards Brown PLLC

Attorneys & Counselors at Law

John B. Carlin, Jr.
Scott D. Edwards
Michael J. Brown

6017 West St. Joe Hwy., Suite 202
Lansing, Michigan 48917
P. (517) 321-4617
F. (517) 321-4642
www.cebhlaw.com

Metro Detroit/Oakland County
2055 Orchard Lake Road
Sylvan Lake, Michigan 48320
P. (248) 816-5000
F. (248) 816-5115
Northern Michigan
213 East Main St., 2nd Floor
Gaylord, Michigan 49735
P. (989) 688-5946
F. (989) 688-5901

March 27, 2016

Ms. Tina Barton, City Clerk
City of Rochester Hills
1000 Rochester Hills Drive
Rochester Hills, MI St. Joseph, MI 49085

Re: Application for new Micro Brewer, Small Distiller and Small Wine Maker Licenses
Applicant: Eton Street Brewery, LLC
Address: 2263, 2273 Crooks Road, Rochester Hills, MI 48309

Dear Ms. Barton:

On behalf of Eton Street Brewery, LLC, we are applying to The City of Rochester Hills for new Micro Brewer, Small Distiller and Small Wine Maker licenses to be located at 2263 2273 Crooks Road, Rochester Hills, MI 48309. Pursuant to Michigan Liquor Control Commission ("MLCC") regulations, Micro Brewer, Small Distiller and Small Wine Maker licenses require approval from the City of Rochester Hills.

In connection with this application, we are enclosing the following:

1. MLCC - Local Government Approval Form (LC-1305)
2. MLCC - Application for New License (LCC-3015)
3. MLCC - Report of Members (LCC-301)

Please don't hesitate to contact our office in you need any additional information.

Thank you for your assistance in this matter. We look forward to working with the City of Rochester Hills in connection with this application.

Very truly yours,

CARLIN EDWARDS BROWN PLLC


Rick Perkins, Licensing Consultant (Non-Attorney)
Direct Dial: (517) 321-4623
E-Mail: RPerkins@cebhlaw.com

Cc: John Carlin, Carlin Edwards Brown PLLC



Michigan Department of Licensing and Regulatory Affairs
 Liquor Control Commission (MLCC)
 Toll Free: 1-866-813-0011 • www.michigan.gov/lcc

Business ID: _____
 Request ID: _____
 (For MLCC use only)

Local Government Approval
 (Authorized by MCL 436.1501)

Instructions for Applicants:

- You must obtain a recommendation from the local legislative body for a new on-premises license application, certain types of license classification transfers, and/or a new banquet facility permit.

Instructions for Local Legislative Body:

- Complete this resolution or provide a resolution, along with certification from the clerk or adopted minutes from the meeting at which this request was considered.

At a _____ meeting of the _____ council/board
(regular or special) (township, city, village)
 called to order by _____ on _____ at _____
(date) (time)
 the following resolution was offered:

Moved by _____ and supported by _____
 that the application from Eton Street Brewery, LLC

(name of applicant)

for the following license(s): New Micro Brewer, New Small Wine Maker & New Small Distiller Licenses
(list specific licenses requested)

to be located at: 2263 & 2273 Crooks, Rochester Hills, MI 48309, Oakland County

and the following permit, if applied for:

Banquet Facility Permit Address of Banquet Facility: _____

It is the consensus of this body that it _____ this application be considered for
(recommends/does not recommend)
 approval by the Michigan Liquor Control Commission.

If disapproved, the reasons for disapproval are _____

Vote

Yeas: _____

Nays: _____

Absent: _____

I hereby certify that the foregoing is true and is a complete copy of the resolution offered and adopted by the _____
 council/board at a _____ meeting held on _____
(regular or special) (date) (township, city, village)

 Print Name of Clerk

 Signature of Clerk

 Date

Under Article IV, Section 40, of the Constitution of Michigan (1963), the Commission shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. Further, the Commission shall have the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the licensure of businesses and individuals.

Please return this completed form along with any corresponding documents to:
 Michigan Liquor Control Commission
 Mailing address: P.O. Box 30005, Lansing, MI 48909
 Hand deliveries or overnight packages: Constitution Hall - 525 W. Allegan, Lansing, MI 48933
 Fax to: 517-763-0059

CRAIN'S DETROIT BUSINESS

Detroit and Southeast Michigan's premier business news and information website

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Griffin Claw close to completing Rochester Hills expansion

By Kurt Nagl



Griffin Claw

Griffin Claw's new 33,000-square-foot facility in Rochester Hills is nearly complete, with brewing operations expected to start in the spring.

- Facility to be used as distribution warehouse at first
- Brewing, distilling to start in spring
- Taproom planned for later

For the team at Griffin Claw Brewing Co., expansion in Rochester Hills could not be done soon enough.

Space constraints and construction at their Birmingham headquarters last year forced the company to scale back production and limit special offerings even as demand shot up. Fortunately, the new 33,000-square-foot brewing facility in Rochester Hills is about to bring some relief.

Construction on the new facility at M-59 and Crooks Road is all but done, and it is set to be operational next month, said Kyle VanDeventer, sales director for the company. Brewing and distilling, however, will not happen there until the spring or summer, and a taproom is even further down the line.

The facility's primary purpose, at least at first, will be a distribution warehouse. Rather than go through third parties as they had been forced to do, the warehouse will allow Griffin Claw's distributors to pick up product direct from them.

VanDeventer said Griffin Claw invested millions of dollars into the expansion project but did not disclose a specific figure.

The company is taking its time opening the new location, VanDeventer said, to make sure all the specifications and logistics are right. Opening in Birmingham in 2013 taught the company much about the importance of careful consideration and the snags that often come with opening a business.



"We don't want to have to go back and change something. We want it right the first time," VanDeventer said. "We've learned through this process that there's a lot of hidden things that tend to fall in gray areas. We don't like gray areas."

VanDeventer said the company has all the equipment on the ready for installation and has the proper licensing to distill and brew. Regardless, he said, they are taking their time, for their sake and the city's.

"We want to make sure everybody is extremely comfortable with what we're doing," he said.

When the 15,000-square-foot brewery in Birmingham opened, the company expected to produce around 3,000 barrels in its first year. Instead, it churned out 9,000. The year after that, the number was 13,000, then 18,000.

"It wasn't built for all that," VanDeventer said.

To help keep up with demand, the company expanded its **Birmingham brewhouse** from 20 barrels to 50 barrels and opened a taproom this summer. The construction cut its production to 13,000 barrels total in 2017.

The Rochester Hills site — more than twice the size of the original — will be equipped at first with a 20-barrel brewhouse and allow the company to continue and eventually increase its specialty brews. VanDeventer said 30 percent-40 percent of the space will be used for distribution. Distilling is expected to play a large role in the new space as well.

Originally, the new location was supposed to be **8,000 square feet** in the former East Side Mario's American Italian Eatery. But as plans evolved, the company decided to demolish the building and expand further.

Both facilities combined, the company is capable of producing 60,000-70,000 barrels of beer a year, VanDeventer said. It is expecting to produce 18,000-19,000 barrels this year. The new facility will employ 20-

30 new employees when fully operational.

As for the taproom, it's in the works but taking a back seat to distribution and brewing.

"We don't want to muddy the waters," VanDeveter said. "As soon as the (other) operations get the green light, then the taproom will come into play."

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