

NB Liquor offers events and variety

Profits help relieve resident tax burden



North Branch Liquors is conveniently located on the northeast corner of Hwy. 95 and I-35, and has a wide selection of beer, wine, and liquor. Contact the store at (651) 674-4082.

North Branch Liquors opened as a municipal liquor store in North Branch in 1948. The city established the liquor store as a revenue-producing department.

Today, North Branch Liquors operates out of a 6,000-square-foot building built in 2000, and is located at 5846 Old Main Street (behind the Holiday Station).

In January of 2007 the checkout area of the store was reconfigured to create a better environment for the customers and staff alike. The counters were lowered for easier access by the customers, and the cash registers were separated onto either side of the counter area for better traffic flow during busier times. A third cash register was also added for quicker service during the heavier service demand preceding holidays.

The purpose of municipal liquor stores is to “promote moderation and control in the sale and use of alcohol beverages – while simultaneously generating income for the community.”

The staff at the store, led by manager Deb Dahlberg, continually works to ensure alcohol and tobacco

products do not fall into the hands of minors. One way they do this is to ID all members of a group that are in the store together, regardless of who is actually making the purchase. If all members of the group cannot show proof of being 21 years of age, no one in the group can buy the alcohol. No one under 21 is allowed in the store unless accompanied by a parent or legal guardian.

Choosing to shop North Branch Liquors directly benefits each member of the community by adding to the profits that go back to its residents. Profits from sales at the store go to keep taxes lower for city residents and for public improvement projects. For the past several years the liquor store has transferred over \$100,000 of profits to special projects and the city’s general fund to lessen your property tax burden.

North Branch Liquors transferred \$120,000 in 2004 into the city’s general fund. A portion of this money went for residential sidewalk installation and replacement projects throughout the city. The balance went into the city’s general fund to fund various city projects and state revenue shortfalls

Did you know?

Each year, Minnesota’s municipal beverage facilities generate approximately \$223 million in sales and contribute approximately \$20 million in net-profits to various city funds in the cities we serve. Thanks for your support.

which would otherwise have been paid for from property taxes

In 2005, \$10,000 was transferred to the sidewalk fund and \$90,000 went toward reducing property taxes by lowering the amount needed for levy

In 2006, \$10,000 again was transferred to the sidewalk fund, with \$95,000 for property tax reduction.

In 2007 \$106,950 was transferred - \$10,000 to the sidewalk fund, \$25,000 for the bond payment on Williams Park, and the remainder for property tax reduction.

In 2008 there is \$146,800 budgeted to be transferred - \$10,000 for the sidewalk fund, \$25,000 for the bond payment on Williams Park, \$40,000 for city owned parking lot repaving, and the remainder for property tax reduction.

The store employs 10 people – two full-time



NB Liquor has a large selection of beer along its beer wall.

(651) 674-4082

managers and eight part-time clerks. Dahlberg was the store’s assistant manager for five years before becoming the interim manager in March 2006, and appointed manager in August 2006. She has been with the store since 1999, when she started as a clerk. Long-term, part-time clerks that are easily recognized by many customers are Bruce (14 years), Jan (7 years), Jeff (6 years), Shawn (4 years), and Darrell (3 years). More recent hires include assistant manager Jim Nagle, and liquor store clerks Jody, Nancy and Luke.

Several times a year North Branch Liquors hosts wine, beer and spirits tasting events. Many of the store’s vendors come together to offer samples of their products to interested attendees. These tasting events are free of charge, held in the store, and feature 12 – 15 vendors tasting out over 50 different types of wine, liquor and beer. Currently these tastings have been held once in the spring (the week before Easter week), once in the summer (June), again in late summer/early

fall (August to September), and one more for the holidays, usually a week or two before Thanksgiving. Everyone is welcome to attend, and although an invitation is not required, you can stop in at the store and fill out a request card to get on the mailing list to receive advance notice/reminders about upcoming events.

North Branch Liquors features monthly, weekly and daily specials on selected beer, wine and liquor. Included in the store’s wide selection are more than 1,000 wines, including locally produced Minnesota wines, as well as some new Wisconsin

selections. We have in-store samples of the weekly and/or monthly features on most Friday afternoons from 4-7 p.m. There are several staff members who can assist you in making your selections for purchase.

You can also see all the monthly and weekly specials, featured recipes, and updates on upcoming events on the liquor store’s Web site – www.northbranchliquors.com – check it out.

There is a senior discount of 10 percent off on Tuesdays, and a case discount on wine or liquor of 10 percent every day. So stop by and say hello to the friendly staff as you pick up some of the “coldest beer in town,” check out our recipe section, or try out some of the “Mix-A-Six” singles selections.



The store has a section dedicated to wines from Minnesota that includes a great variety of brands and taste.



The store has new specials on wine, spirits, and beer every month, and connoisseurs can even build their own six-pack of beer.