

Darwin McClarey, Village Manager
Lynsey Blough, Deputy Clerk/Treasurer
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5/26/2025

Michigan By The Bottle 2025 LLC (MBTB) a proposed new business at 146 S Broadway, Lake Orion, MI 48362 a property owned by Jeff Schmitz.

Hello,

My name is Paul Hamelin, and I am one of the 4 member owners of Michigan By the Bottle 2025 LLC. The other Three member owners are Geoff Hamelin, Taylor Simpson, and Sam Simpson. Our LLC currently owns three MBTB Joint tasting rooms in the following Michigan locations.

45545 Hayes Road, Shelby Township 48315 established in 2012.

29932 Woodward Avenue, Royal Oak, MI 48073 established in 2015.

3384 Auburn Road, Auburn Hills, MI 48326 established in 2017.

We are filing an application with this letter of introduction with the Village of Lake Orion to establish the fourth MBTB location in Michigan at 146 S Broadway, Lake Orion, MI 48362, later this summer.

Background

Michigan By The Bottle was founded in a business partnership with the Michigan Liquor Control Commission back in 2011. The premise of this business is that the MLCC will allow Licensed Michigan Wineries to create a partnership to make Michigan wine available at joint tasting rooms, bar and retail stores in shared locations across the State of Michigan. The previously mentioned three MBTB locations have 15 of the best wineries across the State of Michigan all approved/licensed by MLCC to allow tastings and purchases of their Michigan wines at each retail location.

It is proposed that the Lake Orion will also have the same 15 Michigan wineries licensed by MLCC for a new joint tasting room at 146 S. Broadway should you support this application.

Michigan By The Bottle 2025 LLC is the management company that is the ownership which operates, hires staff, and manages all these locations. The member owners of Michigan By The Bottle 2025 LLC not only own MBTB but we also own 3 Wineries in the state of Michigan which are 3 of the 15 wineries licensed to these joint tasting rooms.

- Paul and Geoff Hamelin, father and son own Verterra Winery in Leelanau County Michigan since 2026.
- Sam and Taylor Simpson, brother and sister own Good Harbor Vineyards and Tasting room in Lake Leelanau Michigan, established in the early 1960's, and Aurora Cellars winery also of Lake Leelanau Michigan established 2015.

As part of the MLCC approval process for MBTB and the 15 wineries we need location government approval for the business to operate in your jurisdiction. They require each winery to have the Village of Lake Orion to fill our LCC 106c form and submit this to the MLCC as part of our regulatory package. We at MBTB 2025 LLC are the administrative team to pull these documents on behalf of the 15 wineries across the state and file them as a complete package to MLCC for licensing. To facilitate this with the Village of Lake Orion I am going to be attaching a partially filled out LCC 106c for each wineries approved legal business entity which has been approved by MLCC to grow, produce and sell Michigan wines at the 146 S Broadway Lake Orion address.

We hope you will support our initiative in the Village. We also hope that if you have not had the opportunity to taste some of our award winning wines you will do so and find out that in the last 25 years many Michigan wineries are now making wines of similar or better quality than wines from the West Coast, Europe and other major wine regions in the world.

Please do not hesitate to reach out to me. We hope to be good/great stewards of a robust local business in Lake Orion.

Paul Hamelin
Founder, Owner Verterra Winery in Leelanau County Michigan
Member, Owner Michigan By The Bottle 2025 LLC
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