



Alcohol & Marijuana Control Office  
 550 W. 7<sup>th</sup> Ave, Suite 1600  
 Anchorage, AK 99501

Date: 9-20-16  
 Number AB16-0585  
 Page 1 of 1 Page

## Notice of Violation

(3AAC 304.525)

Licensee <b>Bleeding Heart Brewery, LLC</b>	License Number <b>5439</b>	Type of License <b>Brewery</b>
D.B.A. <b>Bleeding Heart Brewery</b> <b>16013 E. Outer Springer Loop (Palmer)</b>	How Delivered <b>Via Certified Mail</b> <b>7014 0150 0000 9499 0788</b>	Law Enforcement Agency <b>Alaska State Troopers</b>
Street or P.O. Box <b>1150 S. Colony Way, Ste #3</b>	City, State <b>Palmer, AK</b>	Zip <b>99645</b>

This is a notice to you as licensee that an alleged violation has occurred. If the Alcoholic Beverage Control Board decides to act against your license, under the provisions of AS 44.62.330 - AS 44.62.630 (Administrative Procedures Act) you will receive an Accusation and Notice of your right to an Administrative Hearing.

**Note: This is not an accusation or a criminal complaint.**

**VIOLATION:** On line social media reveals you had an event called "Bear Naked BBQ" at your establishment. Multiple pictures depict people outside the brewery with beer milling in what was previously the designated 15' x 15' outside area. It appears you have expanded the licensed premises significantly; which technically is allowing patrons to leave the licensed premises with opened alcoholic beverages. AMCO records indicate you did not get permission to expand your premises for this event. This is a violation of Title 04.

**Your attention is directed to 3AAC304.185: Licensed premises, AS04.21.030: Responsibility of licensees, agents and employees and AS04.16.120: Removal or introduction of alcoholic beverages.**

**You are directed to respond to the Director of the Alcohol Beverage Control Board in writing to this Notice of Violation within 10 days of receipt to explain what action you have taken to prevent a reoccurrence of this violation. FAILURE TO RESPOND TO THIS NOTICE OF VIOLATION WITHIN 10 DAYS WILL RESULT IN YOUR APPEARANCE, EITHER IN PERSON OR TELEPHONICALLY, BEFORE THE ABC BOARD OF DIRECTORS AT THEIR NEXT REGULARLY SCHEDULED BOARD MEETING.**

**\*Please include your Alcohol License Number in your response.**

Cynthia Franklin, Director  
 Alcoholic Beverage Control Board  
 550 W. 7<sup>th</sup> Ave, Suite 1600  
 Anchorage, Alaska 99501

### A Response is Required

3 AAC 304.525 (B) provides that upon receipt of a Notice of Violation, a licensee may request to appear before the Director and be heard regarding the Notice of Violation. The request must be made within ten days after receipt of the Notice and the Director must grant an appearance within ten days after receipt of a request. A Licensee shall respond, either orally or in writing, to the Notice.

Receipt:	Violation Observed By: <b>F.R. Hamilton</b>
Filed By: <i>F.R. Hamilton</i>	Title: Investigator III

To whom it may concern;

I received our reprimand for expanding our outdoor seating Saturday, September 17<sup>th</sup> during our "Bear Naked BBQ" event. Let me assure you first and foremost that there was zero malicious intent nor nefarious plans in the works. We were not intending to defraud anyone or break any laws. This mistake was made purely out of inexperience and poor prior planning. We take full responsibility for our actions and are willing to pay any monetary consequences that may occur. We simply did not realize the number of people who would be showing up and made an executive decision on the day in question to elongate our predetermined outdoor area. We did not widen it and we placed signs stating "No beer beyond this point" along the perimeter. We did the best we could in light of it being a Saturday and no opportunity to contact the appropriate officials in order to get the necessary approval.

Since then we have dialed back the barriers to our original footprint and keeping it that way unless we are approved for anything larger. We understand the problem and have worked to rectify the situation. There should no longer be a concern in the future and we have taken care of it. That being said, attached you will find a new plan we would like to formally submit for future use or events. You will see we extended the footprint in order to include more standing room outside. While we do not foresee us needing such an extension currently, we do not want to be caught in the same situation as before. Please let me know if you need anything else from us and, as usual, we will provide it immediately. Thank you in advance.

Zack Lanphier  
Founder/Operations  
Bleeding Heart Brewery



Alcohol and Marijuana Control Office  
 550 W 7<sup>th</sup> Avenue, Suite 1600  
 Anchorage, AK 99501  
[alcohol.licensing@alaska.gov](mailto:alcohol.licensing@alaska.gov)  
<https://www.commerce.alaska.gov/web/amco>  
 Phone: 907.269.0350

Alaska Alcoholic Beverage Control Board

**Master Checklist: Renewal Liquor License Application**

Doing Business As:	Bleeding Heart Brewery	License Number:	5439
License Type:	Brewery		
Examiner:	John	Transaction #:	1208296

Document	Received	Completed	Notes
AB-17: Renewal Application	12/6	12/6	
App and License Fees	12/6	12/6	

Supplemental Document	Received	Completed	Notes
Tourism/Rec Site Statement			
AB-25: Supplier Cert (WS)			
AB-29: Waiver of Operation			
AB-30: Minimum Operation			
AB-33: Restaurant Affidavit			
COI / COC / 5 Star			
FP Cards & Fees / AB-08a			
Late Fee			

Names on FP Cards:	
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	Yes	No
Selling alcohol in response to written order (package stores)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Mailing address and contact information different than in database (if yes, update database)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
In "Good Standing" with CBPL (skip this and next question for sole proprietor)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Officers and stockholders match CBPL and database (if "No", determine if transfer necessary)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

LGB 1 Response:

Waive     Protest     Lapsed

LGB 2 Response:

Waive     Protest     Lapsed



Alaska Alcoholic Beverage Control Board

**Form AB-17: 2020/2021 Renewal License Application**

**What is this form?**

This renewal license application form is required for all individuals or entities seeking to apply for renewal of an existing liquor license that are due to renew by December 31, 2019. All fields of this form must be complete and correct, or the application will be returned to you in the manner in which it was received, per AS 04.11.270 and 3 AAC 304.105. The Community Council field only should be verified/completed by licensees whose establishments are located within the Municipality of Anchorage or outside of city limits within the Matanuska-Susitna Borough.

This form must be completed and submitted to AMCO's main office before any license renewal application will be reviewed. Receipt and/or processing of renewal payments by AMCO staff neither indicates nor guarantees that an application will be considered complete, or that a license will be renewed.

**Section 1 – Establishment and Contact Information**

Enter information for the business seeking to have its license renewed. If any populated information is incorrect, please contact AMCO.

<b>Licensee:</b>	Bleeding Heart Brewery, LLC	<b>License #:</b>	5439
<b>License Type:</b>	Brewery		
<b>Doing Business As:</b>	Bleeding Heart Brewery		
<b>Premises Address:</b>	16013 E Outer Springer Loop (Palmer)		
<b>Local Governing Body:</b>	Matanuska-Susitna Borough		
<b>Community Council:</b>	none		
<b>Mailing Address:</b>	1150 S. COLONY WAY STE #3 PMB 618		
<b>City:</b>	PALMER	<b>State:</b>	AK
		<b>ZIP:</b>	99645

Enter information for the individual who will be designated as the primary point of contact regarding this application. This individual must be a licensee who is required to be listed in and authorized to sign this application.

<b>Contact Licensee:</b>	ZACK LAUPHIER	<b>Contact Phone:</b>	760-917-2417
<b>Contact Email:</b>	ZACK@BLEEDINGHEARTBREWERY.COM		

Optional: If you wish for AMCO staff to communicate with an individual who is not a licensee named on this form (eg: legal counsel) about this application and other matters pertaining to the license, please provide that person's contact information in the fields below.

<b>Name of Contact:</b>		<b>Contact Phone:</b>	
<b>Contact Email:</b>			



# Form AB-17: 2020/2021 Renewal License Application

## Section 2 – Entity or Community Ownership Information

Licensees who directly hold a license as an individual or individuals should skip to Section 3. General partnerships and local governments should skip to the second half of this page. All licensees that are corporations or LLCs must complete this section. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations, Business & Professional Licensing (CBPL). The CBPL Entity # below is neither your EIN/tax ID number, nor your business license number. You may view your entity's status or find your CBPL entity number by visiting the following site: <https://www.commerce.alaska.gov/cbp/main/search/entities>

Alaska CBPL Entity #:	10025313
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You must ensure that you are able to certify the following statement before signing your initials in the box to the right: Initials

I certify that this entity is in good standing with CBPL and that all current entity officials and stakeholders (listed below) are also currently and accurately listed with CBPL.

ZUC

This subsection must be completed by any community or entity, including a corporation, limited liability company, partnership, or limited partnership, that is applying for renewal. If more space is needed, please attach additional completed copies of this page.

- If the applicant is a corporation, the following information must be completed for each *shareholder who owns 10% or more of the stock in the corporation*, and for each *president, vice-president, secretary, and managing officer*.
- If the applicant is a limited liability organization, the following information must be completed for each *member with an ownership interest of 10% or more*, and for each *manager*.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each *partner with an interest of 10% or more*, and for each *general partner*.

**Important Note:** The information provided in the below fields (including spelling of names, specific titles, and percentages held) must match that which is listed with CBPL. If one individual holds multiple titles mentioned in the bullets above, all titles must be listed for that individual on this application and with CBPL. Failure to list all required titles constitutes an incomplete application. You must list **ALL** of your qualifying officials, additional copies of this page or a separate sheet of paper may be submitted if necessary.

Name of Official:	ZACK LAUPHIER			
Title(s):	MEMBER	Phone:	760-917-2417	% Owned: 50
Mailing Address:	2760 E-WANAMINGO DR			
City:	WASILLA	State:	AK	ZIP: 99654

Name of Official:	STEFAN MARTY JR.			
Title(s):	MEMBER	Phone:	907-775-8515	% Owned: 50
Mailing Address:	POB 1242			
City:	PALMER	State:	AK	ZIP: 99645

Name of Official:				
Title(s):		Phone:		% Owned:
Mailing Address:				
City:		State:		ZIP:

AMCO  
DEC 6 2019



# Form AB-17: 2020/2021 Renewal License Application

## Section 3 – Sole Proprietor Ownership Information

Entities, such as corporations or LLCs, should skip this section. This section must be completed by any licensee who directly holds the license as an individual or multiple individuals and is applying for license renewal. If more space is needed, please attach a separate sheet that includes all of the required information.

The following information must be completed for each licensee and each affiliate.

This individual is an:  applicant  affiliate

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

This individual is an:  applicant  affiliate

Name:				Contact Phone:	
Mailing Address:					
City:		State:		ZIP:	
Email:					

## Section 4 – Alcohol Server Education

This section must be completed only by the holder of a beverage dispensary, club, or pub license or conditional contractor's permit. The holders of all other license types should skip to Section 5.

Read the line below, and then sign your initials in the box to the right of the statement:

Initials

I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check identification of a patron have completed an alcohol server education course approved by the ABC Board and keep current, valid copies of their course completion cards on the licensed premises during all working hours, as set forth in AS 04.21.025 and 3 AAC 304.465.

## Section 5 – License Operation

Check a single box for each calendar year that best describes how this liquor license was operated:

2018    2019

The license was regularly operated continuously throughout each year.

  

The license was regularly operated during a specific season each year.

  

The license was only operated to meet the minimum requirement of 240 total hours each calendar year.

If this box is checked, a complete copy of Form AB-30: Proof of Minimum Operation Checklist, and all necessary documentation must be provided with this application.

  

The license was not operated at all or was not operated for at least the minimum requirement of 240 total hours each year, during one or both of the calendar years.

If this box is checked, a complete copy of Form AB-29: Waiver of Operation Application and corresponding fees must be submitted with this application for each calendar year during which the license was not operated for at least the minimum requirement, unless a complete copy of the form (including fees) has already been submitted for that year.



Alaska Alcoholic Beverage Control Board

Form AB-17: 2020/2021 Renewal License Application

Section 6 - Violations and Convictions

Applicant violations and convictions in calendar years 2018 and 2019:

Yes No

Have any notices of violation (NOVs) been issued for this license in the calendar years 2018 or 2019?

Yes: [checked] No: [ ]

Has any person or entity named in this application been convicted of a violation of Title 04, of 3 AAC 304, or a local ordinance adopted under AS 04.21.010 in the calendar years 2018 or 2019?

Yes: [ ] No: [checked]

If "Yes" to either of the previous two questions, attach a separate page to this application listing all NOVs and/or convictions.

Section 7 - Certifications

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I certify that all current licensees (as defined in AS 04.11.260) and affiliates have been listed on this application, and that in accordance with AS 04.11.450, no one other than the licensee(s) has a direct or indirect financial interest in the licensed business.

[Initials]

I certify that I have not altered the functional floor plan or reduced or expanded the area of the licensed premises, and I have not changed the business name or the ownership (including officers, managers, general partners, or stakeholders) from what is currently approved and on file with the Alcoholic Beverage Control Board.

[Initials]

I certify on behalf of myself or of the organized entity that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued.

[Initials]

As an applicant for a liquor license renewal, I declare under penalty of perjury that I have read and am familiar with AS 04 and 3 AAC 304, and that this application, including all accompanying schedules and statements, is true, correct, and complete. I agree to provide all information required by the Alcoholic Beverage Control Board or AMCO staff in support of this application and understand that failure to do so by any deadline given to me by AMCO staff will result in this application being returned to me as incomplete.

Signature of licensee

Signature of Notary Public

Printed name of licensee: ZACHARY LAWRIER

Notary Public in and for the State of Alaska

My commission expires: 12-01-2021



Subscribed and sworn to before me this 4 day of December, 2019.

Seasonal License? Yes [ ] No [checked]

If "Yes", write your six-month operating period: \_\_\_\_\_

Table with 5 columns: License Fee (\$1000.00), Application Fee (\$300.00), TOTAL (\$1300.00), Miscellaneous Fees, GRAND TOTAL (if different than TOTAL)

# Notice of Violation

(3AAC 304.625)

This form, all information provided and responses are public documents per Alaska Public Records ACT AS 40.25

Date: 1-30-18

License #/Type: #5439 / Brewery

Licensee: Bleeding Heart Brewery, LLC

Address: 16013 E. Outer Springer Loop, Palmer

DBA: Bleeding Heart Brewery

AMCO Case #: AB18-0126

This is a notice to you as licensee that an alleged violation has occurred. If the Alcoholic Beverage Control Board decides to act against your license, under the provisions of AS 44.62.330 - AS 44.62.630 (Administrative Procedures Act) you will receive an Accusation and Notice of your right to an Administrative Hearing.

Note: This is not an accusation or a criminal complaint.

A complaint was made that your establishment is offering free beer. A review of your Facebook page reveals you are. First one, dated Jan 13, 2018 and reads, "In Honor of AK BeerWeek, we're offering "Buy a Bottle, Get a Beer" through Sunday Jan 21st". Second one, dated 1-30-18 reads, "Show up with one of these beauties on your arm and impress your "Friends" at the big football party this weekend! We've even extended the "Beer Week" Deal while supplies last!!! Buy a Bottle to go and get a Beer to Drink now! This is a violation of Title IV.

"Attn. ABC or Other Inquisitive Minds; rest assured the "Free Beer" is accounted for and paid for in full by a neutral third party investor".

Your attention is referred to AS 04.16.015(a)(1) & (b)

Please direct any questions to [amco.enforcement@alaska.gov](mailto:amco.enforcement@alaska.gov)

You are directed to respond in writing to this Notice of Violation within 10 days of receipt to explain what action you have taken to prevent a re-occurrence of this violation. FAILURE TO RESPOND TO THIS NOTICE OF VIOLATION WITHIN 10 DAYS WILL RESULT IN YOUR APPEARANCE, EITHER IN PERSON OR TELEPHONICALLY, BEFORE THE ABC BOARD AT THEIR NEXT REGULARLY SCHEDULED BOARD MEETING.

\*Please send your response to the address below and include your alcohol license number in your response.

3 AAC 304.625 (B) provides that upon receipt of a Notice of Violation, a licensee may request to appear before the Director and be heard regarding the Notice of Violation. The request must be made within ten days after receipt of the Notice and the Director must grant an appearance within ten days after receipt of a request. A Licensee shall respond, either orally or in writing, to the Notice.

**Alcohol & Marijuana Control Office**

**ATTN: Enforcement**

**550 W. 7<sup>th</sup> Ave, Suite 1600**

**Anchorage, Alaska 99501**

**[amco.enforcement@alaska.gov](mailto:amco.enforcement@alaska.gov)**

Issuing Investigator: J. Hamilton

Received by:

SIGNATURE:

SIGNATURE:

Delivered VIA: Mail

Date:

AMCO

DEC 6 2019



**From:** Bleeding Heart Brewery  
**To:** Davies, Jason M (CED)  
**Subject:** Re: Bleeding Heart Brewing, Lic 3804, NOV AB18-0126  
**Date:** Tuesday, March 06, 2018 3:25:46 PM  
**Attachments:** Image001.png

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Thank you for getting a hold of me with this NOV. As always it is our goal to be well within the laws and the guidelines of AMCO and Title 4. I have been in contact with enforcement officers in the past and have always responded respectfully and legally with any question there might have been.

The Facebook post being refereed to in honor of beer week was mentioned to us by AMCO enforcement (investigator Rooks) after posting it. Upon conversation with enforcement and assurance that the beer is not actually free, we were allowed to continue with the post and the offer. After my conversation with Investigator Rooks regarding this topic, we had no idea a NOV went out to our physical address rather than our mailing address and thought we were within regulation.

The line in the post "Attn. ABC or Other Inquisitive Minds; rest assured the "Free Beer" is accounted for and paid for in full by a neutral third party investor" was intentionally included for any other questions that may have arisen by curious consumers, competitors, or others, as a nod to our conversation with Enforcement Agent Rooks.

To be Clear; No Beer was, nor has been, actually given away for free. It is always bought, taxed, and paid for per regulation.

For any further information of clarification please contact me via email or call 760-917-2417, thank you.

Zack Lanphier  
CoFounder/Operations  
Bleeding Heart Brewery  
*"Drink Like You Give a Damn!"*

*·(Mailing Address: 1150 S. Colony Way Ste. #3 PMB 618 Palmer, AK 99645)*

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**From:** Davies, Jason M (CED) <jason.davies@alaska.gov>  
**Sent:** Tuesday, March 6, 2018 2:51 PM  
**To:** bleedingheartbrewing@hotmail.com  
**Subject:** Bleeding Heart Brewing, Lic 3804, NOV AB18-0126

Zach,

Reply back to this email for your response.

Regards,



**Jason M. Davies**  
**Criminal Justice Technician I**  
**AMCO Enforcement**  
**Alcohol & Marijuana Control Office**  
550 W. 7<sup>th</sup> Ave, Suite 1600  
Anchorage, AK 99501  
Office (907) 754-3410  
[jason.davies@alaska.gov](mailto:jason.davies@alaska.gov)

AMCO  
DEC 6 2019

Department of Commerce, Community, and Economic Development  
**CORPORATIONS, BUSINESS &  
PROFESSIONAL LICENSING**

State of Alaska / Commerce / Corporations, Business, and Professional Licensing / Search & Database  
Download / Corporations / Entity Details

## ENTITY DETAILS

### Name(s)

Type	Name
Legal Name	Bleeding Heart Brewery, LLC

**Entity Type:** Limited Liability Company

**Entity #:** 10025313

**Status:** Good Standing

**AK Formed Date:** 12/9/2014

**Duration/Expiration:** Perpetual

**Home State:** ALASKA

**Next Biennial Report Due:** 1/2/2022

**Entity Mailing Address:** 1150 S COLONY WAY STE 3, PMB 618, PALMER, AK 99645

**Entity Physical Address:** 16013 OUTER SPRINGER LOOP, PALMER, AK 99645

### Registered Agent

**Agent Name:** ZACHARY LANPHIER

**Registered Mailing Address:** 2760 E WANAMINGO DR, WASILLA, AK 99654

**Registered Physical Address:** 2760 E WANAMINGO DR, WASILLA, AK 99654

### Officials

Show Former

AK Entity #	Name	Titles	Owned
	Stefan Marty	Member	50.00
	Zack Lanphier	Member	50.00

## Filed Documents

Date Filed	Type	Filing	Certificate
12/09/2014	Creation Filing	<a href="#">Click to View</a>	<a href="#">Click to View</a>
5/05/2015	Initial Report	<a href="#">Click to View</a>	
12/26/2015	Biennial Report	<a href="#">Click to View</a>	
12/12/2017	Biennial Report	<a href="#">Click to View</a>	
10/01/2019	Agent Change	<a href="#">Click to View</a>	
10/03/2019	Biennial Report	<a href="#">Click to View</a>	

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