

June 15, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #078

1) For the month of July 2011 we will be mailing out a full run of shelf tickets. This is normally done at this time each year so that old or worn tickets can be replaced and to ensure that each retail outlet has the most current shelf tickets. There will be a large number of closeout tickets. Some are old OTO's and Holiday OTO's with reduced retails. And some are old closeouts with additional price reductions.

2) The following brands have been delisted by the Board effective September 1, 2011. You can order these brands until the end of July. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

- 035047 Three Olives Watermelon Flavored Vodka, 750ml
- 035147 Three Olives Mango Flavored Vodka, 750ml
- 040806 Skyy Infusions Grape Vodka, 750ml
- 041271 Burnett's Blueberry Vodka, 750ml
- 042723 Malibu Island Melon Flavored Rum, 750ml
- 043020 Whaler's Vanille Flavored Rum, 750ml
- 043060 Bacardi Grand Melon Rum, 750ml
- 056835 Bacardi Raspberry Mojito Cocktail, 1.75L
- 060049 Club Extra Dry Gin Martini, 200ml
- 067193 X-Rated Fusion Liqueur, 375ml

3) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 50ml trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
004556	The Black Grouse Scotch	101	750ml	12	87236-40042	\$29.95



The Black Grouse is a woodier spin on The Famous Grouse. It's made primarily of Highland Park and Macallan whiskys. And with The Black Grouse, things take a deeper, darker turn. The nose indicates quite clearly that you're getting into peat territory its smokiness lingering in the nostrils as it plays on the tongue as well.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041927	Burnett's Fruit Punch Vodka	290	750ml	12	96749- 20175	\$12.45



Fruit Punch flavored vodka made in the U.S. Quadruple distilled and triple charcoal filtered (for smoothness). Lasting aromas. Flavors of tart, fruits. Extended finish.

4) The following new items are in the Distribution Center. All stores received one case of these items. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902159	Garlic Lady Columbia Gorge Cocktail Onions	090	237ml	12	82712- 00088	\$6.49

Our top of the line naturally sweet pearl onion is harvested at the height of flavorful perfection and quickly plunged into our secret brine. Serve right out of the jar, in salads, in your favorite drink, as an appetizer or in your favorite recipe. Use the juice in the brine as a mouthwatering addition to meal preparation or drinks. Gluten Free.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902160	Garlic Lady Traditional Martini Olives	090	237ml	12	82712- 00084	\$6.49



Sicilian Olive stuffed with Pimento soaking in Vermouth.

5) The following new item is in the Distribution Center. Selected stores received one case of this item. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
005246	Highland Park Single Malt 12 Year Scotch	100	750ml	6	87236- 40009	\$49.95



Single Malt Scotch imported from the Orkney Islands of Scotland - one of two northernmost distilleries in the country. 'Buying Guide to Spirits' gives it 96 points and says, 'A rich, full-bodied malt...that displays peaty richness and sea salt notes through the finish.' Paul Pacult's 'Kindred Spirits' takes it a step further and claims, Highland Park 12 Year, 'one of my top ten malts without any hesitation...a genuinely great single-malt experience.' He gives it Highest Recommendation status and gives it ***** (his highest rating).

6) The following new item is in the Distribution Center. This item is a size extension and all stores received one case of this item. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
058801	Captain Morgan Long Island Iced Tea	396	1.75L	6	82000- 74350	\$21.95



Ready-to-serve Long Island Iced Tea from Captain Morgan. A refreshing mix made with Rum, Vodka, Tequila, Gin and Triple Sec. Just pour over ice.

June 22, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #081

1) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center and the forceout is complete, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	July Retail
973239	028698	Monopolowa Vienna Dry Gin	750ml	\$16.95
974198	035864	Ebb+Flow Vodka	750ml	\$32.00

2) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the 50ml trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
038002	Smirnoff Coconut Vodka	290	750ml	12	82000-75562	\$15.95



Smirnoff coconut flavored vodka is clear, medium-to full-bodied, dry, full, bold texture. Smoky sensation on the palate is followed by a burst of rich coconut flavor. Impeccable structure is evidenced by the long, silky finish.

continued...

3) The following new items are in the Distribution Center. Selected stores received one case of these items. If available, stores may receive the 50ml trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035759	Chopin Rye Vodka	260	750ml	6	52935-00108	\$34.95



Chopin Rye is produced from the finest golden rye naturally grown in the fertile Podlasie countryside in eastern Poland. The family-owned company relies on a traditional copper still and a simple, centuries-old process, distilling its vodka four times to produce an authentic spirit of superior quality and taste. The result is rye vodka that is extraordinarily silky, with a rich, balanced finish and a lively hint of spice. Like its potato counterpart, it is excellent in cocktails and unsurpassed served neat.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
087150	Avion Silver Tequila	498	750ml	6	36040-51934	\$44.95



The secret behind the exceptionally smooth taste profile of Tequila Avi3n begins with slow roasting the agave in traditional brick ovens followed by our unique small batch distillation process and culminates with a proprietary filtering method coined 'ultra slow filtration' during which the robust flavors become firmly set to the Tequila Avion Master Distiller's specifications at an exact moment in time. We call this the "moment of elevation". Avion Silver Tequila is soft and smooth tequila with more vanilla and minerality than most blancos.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089029	Avion Anejo Tequila	499	750ml	6	36040-51930	\$54.95



Avion Anejo Tequila is aged 2 years, with hints of vanilla, caramel, coconut and maple, intense tones of roasted agave, delicate tinges of mint and rosemary, fruity aromas of peach and cherry. It is extraordinarily harmonious, rich and exquisite.

It

June 29, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #083

1) The following closeout brand has been relisted effective July 1, 2011. You have received a white July shelf ticket with a retail of \$6.90.

086391 Montezuma Triple Sec, 750ml

2) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035780	Pinnacle Cake Flavored Vodka	265	750ml	12	89708-45845	\$15.95



Cake-flavored, handcrafted, small batch vodka imported from France. Cake, cupcakes, and other desserts have become increasingly popular in all food and beverage categories. Mix 2 oz Pinnacle Cake with 2 oz of milk and a splash of Coconut Jack Rum shake with ice and strain into a chilled martini glass for a 'Coconut Cake.'

3) The following new items are in the Distribution Center. This is a size extension and is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035289	Pinnacle Vodka Traveler	260	750ml	12	89708-46543	\$10.95
035777	Pinnacle Whipped Cream Flavored Vodka Traveler	265	750ml	12	89708-46071	\$15.95

continued...

4) The following new item is in the Distribution Center. This item is a size extension and selected stores received one case of this item. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089644	Patron Anejo 100% Agave Tequila	499	375ml	12	21733- 00096	\$29.95



Pale straw colour with a water-like hue. The aromas are relatively subdued, revealing subtle notes of charry vanillan oak, liquorice, old tobacco and clay. The full bodied palate is exceptionally smooth offering flavours of sweet spice, baked citrus and a hint of peppermint. Very gently warming. The aftertaste fades a little too quickly, becoming dry with very subtle flavours of liquorice, spice and cedary oak. Smooth, soft and light. 40% Alc./Vol. Sold in a one-of-a-kind hand-blown bottle which is numbered and signed by a craftsman.

It

July 6, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #085

1) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035864	Ebb + Flow Vodka	285	750ml	6	62425- 01978	\$32.00



Ebb + Flow Vodka is a single malt vodka made from 100% Washington Palouse Malted Barley that has notes of vanilla and just a hint of natural sweetness

It

July 13, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #087

1) The following closeout brand has been relisted effective August 1, 2011. You will receive a new shelf ticket for August. The August retail will remain at \$14.95. The retail will go back up September 1 to \$19.95.

041066 Koenig Huckleberry Flavored Vodka, 750ml

2) The following brand has been discontinued effective August 1, 2011. You will receive a discontinued shelf ticket for August.

Reason:

066033 Navan Vanilla Cognac Liqueur, 750ml

Discontinued by Supplier

3) The following OTO item will have a price reduction effective August 1, 2011. You will receive a new shelf ticket for August.

027558 Golden Samish Bay Whiskey, 750ml

4) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035650	Eristoff Vodka	260	750ml	12	80480-29602	\$15.95



Vodka imported from the North West Region of the European country of Georgia, otherwise known as the 'land of the wolf.' First created in 1806 for Prince Eristoff. Made from 100% pure grain, triple distilled and filtered through hardwood charcoal for smoothness. Clean tasting with a slight hint of licorice and green apple and a smooth creamy aftertaste. Use in your favorite vodka cocktail.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035652	Eristoff Black Vodka	265	750ml	12	80480-29608	\$15.95



Eristoff Black is named after its rich, dark color and tastes of wild berries. The main aroma in this blend is black current and assorted other berries. Mix with Coke for a 'Black Wolf' or with coffee liqueur and Coke for a bit of 'Black Magic.' (Note: due to its viscosity, Eristoff Black will float above mixers like tonic or lemonade, creating a two-colored, layered cocktail.)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035655	Eristoff Red Vodka	265	750ml	12	80480-29605	\$15.95



Eristoff Red is named after its bright red color and tastes of sweet sloe berries (also found in sloe gin) and raspberry. Mix with Coke for a 'Red Wolf' or with hazelnut liqueur for a 'PB&J.'

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040841	Pucker Cherry Flavored Vodka	290	750ml	12	80686-11905	\$18.95



Domestic cherry-flavored vodka from the makers of DeKuyper Pucker cordials and schnapps. Bold, four-times distilled vodka with all natural flavors. Tangy, deep cherry bite with a touch of berries.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040845	Pucker Citrus Flavored Vodka	290	750ml	12	80686-11913	\$18.95



Aromas and flavors of just-squeezed, juicy orange with a tangerine burst.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040849	Pucker Grape Flavored Vodka	290	750ml	12	80686-11909	\$18.95



Bold, four-times distilled vodka with all natural flavors. Flavors of fresh sweet concord grapes.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040853	Pucker Sour Apple Flavored Vodka	290	750ml	12	80686-11901	\$18.95



Bold, four-times distilled vodka with all natural flavors. Flavors of crisp and tart Granny Smith apples.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041991	Firefly Skinny Tea Vodka	290	750ml	12	97291-00013	\$22.95



Co-founder Scott Newitt wanted to satisfy our fan's requests and Skinny Tea delivers. Newitt tells us, "Firefly Skinny Tea is our original sweet tea flavored vodka, minus the sugar. It is still infused with South Carolina tea but the difference is in the sweetener. Our Skinny Tea is made with Truvia™, created from Stevia, an herb that is naturally sweet and sugar free." He adds, "The Skinny Tea will appeal to consumers, especially women, who still want the great taste of the original Firefly Sweet Tea, but with fewer calories and no carbs. It's refreshing and delicious yet still packs a little punch. We recommend enjoying it with water, sugar-free juices or mixers for a lighter cocktail experience."

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
059046	Cuervo Light Lime Margarita Mix	999	1.75 L	6	82000-75514	\$5.95



Ready to serve, premixed cocktail that combines Jose Gold Tequila with triple sec and natural lime flavors for a classic margarita - only this one has just 100 calories per serving (I won't tell you how many calories a regular Margarita has - let's just say there are more than twice as many in the regular drink). Serve over ice in a salt-rimmed glass, or add ice and blend for a refreshing frozen drink.

5) The following new item is in the Distribution Center. This item is a size extension and all stores received one case of this item. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035737	Pinnacle Whipped Cream Flavored Vodka	265	375 ml	12	89708-46078	\$8.95



Whipped cream-flavored vodka imported from France. Handcrafted in small batches and quadruple distilled with spring water from the Champagne region of France. The time-honored recipe has been handed down from generation to generation. Pinnacle Whipped Cream is a light, sweet combination of vanilla and cream. Mix 2 oz. Pinnacle Whipped Flavored Vodka with 4 oz. of ginger ale for a 'Whipped Cream Soda.'

July 20, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #090

1) The following brands have been delisted by the Board effective October 1, 2011. You can order these brands until inventory is gone or the end of August. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

066800 Soho Lychee Liqueur, 750ml
087635 El Zacatecano Blanco Mezcal, 750ml
089456 El Zacatecano Reposado Mezcal, 750ml
416715 Los Vascos Cabernet Sauvignon - Chile, 750ml
423710 Santa Rita Carmenere 120 - Chile, 750ml
457713 Corbett Canyon CA Merlot, 1.5L
513505 Sutter Home Merlot CA, 1.5L
537025 Dancing Bull Zinfandel CA, 750ml
633784 Fetzer Valley Oaks Chardonnay CA, 750ml
894417 Stirrings Pomegranate Mixer, 750ml

2) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
004716	Chivas Regal 12 Year Scotch with Gift Tin On-Pack (12 on 12)	101	750ml	12	80432- 40039	\$32.95
047786	Courvoisier VS Cognac with 50ml Courvoisier Rosé Cognac On-Pack (12 on 12)	351	750ml	12	80686- 96104	\$29.95
048106	Hennessy VS Cognac with Artistry by KAWS Label (12 on 12)	351	750ml	12	88110- 01505	\$32.95

It

July 27, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #093

1) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034030	Absolut Citron Sweden Vodka with Glimmer Label On-Pack (12 on 12)	265	750ml	12	35229- 00130	\$21.95

2) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
074763	Tequila Rose Hot Rose Liqueur	449	750ml	12	85592- 14355	\$19.95



Tastes similar to Red Hots with a creamy fruit feel initially on the palate followed by a nice smooth and spicy finish consumers are looking for (spicy cinnamon cream liqueur).

Oatmeal Cookie recipe
1 oz Hot Rose
1 oz Butterscotch Schnapps
Serve as a chilled shot.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
065229	HpnotiQ Harmonie Liqueur	449	750ml	6	96749- 00314	\$29.95



Harmonie is a liqueur which infuses premium French Vodka, natural fruits, flowers, and Cognac. Its vibrant, violet color and refreshing blend of infused berries, violets, lavender and premium spirits make any occasion more fabulous. Can be served straight, on the rocks or mixed.

3) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064827	Domaine De Canton Ginger Liqueur	449	750ml	6	36040- 01848	\$34.95



Domaine de Canton is a French ginger liqueur comprised of eau-de-vie and VSOP and XO Grande Champagne Cognacs, which themselves are produced using fresh Tahitian vanilla beans, Provençal honey and Tunisian ginseng – creating a fresh and all natural liqueur. The ginger comes from fresh, rare baby Vietnamese ginger and adds a wonderful flavor profile to this unique distilled spirit. Together, these carefully blended ingredients create an intense and complex taste.

It

August 4, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #097

1) The following restricted item has been changed to a regular listing. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035690	Three Olives Bubble Fruit Flavored Vodka	265	750ml	6	11538- 01540	\$19.95

2) The following closeout brand has been relisted as an "S" code effective August 1, 2011. You received a new shelf ticket for August.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040800	Skyy Infusions Cherry Vodka	290	750ml	12	21059- 65750	\$16.95

3) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center and the forceout is complete, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	August Retail
963413	041748	Smirnoff Citrus Vodka	1.75L	\$29.95
966549	021376	Sam Houston American Straight Whiskey	750ml	\$28.95
969507	042983	Zaya 12 Year Rum	750ml	\$34.95
973959	034092	Belvedere Pink Grapefruit Vodka	750ml	\$29.95
974684	068171	Coole Swan Dairy Cream Liqueur	750ml	\$34.95

continued...

4) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
012856	Rich & Rare Reserve Canadian	111	750ml	6	88004-00858	\$15.95



Distilled in Canada in small batches and aged in handpicked oak barrels. Robust yet smooth flavor. Custom bottle with rye grain embossing.

Stores please use the following link to access a printable sell sheet for this product.

[Rich and Rare Canadian Reserve](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028698	Monopolowa Vienna Dry Gin	200	750ml	12	86208-36114	\$16.95



J.A. Baczewski's secret recipe uses only the heart of the potato distillate to produce this unique gin. The finest, exclusively-sourced botanicals are then distilled to their essence and combined with the potato alcohol. The result is a triple-distilled, botanical infused, premium strength, full-bodied gin.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035785	Cupcake Original Vodka	285	750ml	12	81308-00177	\$19.95



Natural ingredients are used and special attention is paid to each step of the process. Using natural flavors and the finest American grains it's distilled six times and is driven home through charcoal filtration. Cupcake vodkas are cut with filtered water from the Sierra Nevada Mountains and the result is smooth and rewarding. The grain character shows immediately in the nose and on the palate: crisp cleanliness as well as a soft, grainy counterpoint to the texture. The nose is very clean; the palate is middleweight, while the finish is lingering with gentle mineral flavors.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042034	Cupcake Lemon Chiffon Vodka	290	750ml	12	81308-00178	\$19.95



The lemon notes in the nose are very bright and compelling, like fresh lemon pie filling topped with lemon zest; the mouth retains the clean, gentle, mineral flavors of Cupcake Original Vodka.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042035	Cupcake Vanilla Frosting Vodka	290	750ml	12	81308-00180	\$19.95



Fun and frothy vanillin aromas and flavors that perfectly capture the enticing character of white frosting. Despite the sweet and engaging nose, the true quality of Cupcake Vodka comes through: velvety, soft, mineral and gentle citrus notes.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042036	Cupcake Devil's Food Chocolate Vodka	290	750ml	12	81308-00179	\$19.95



A blend of dark and bittersweet chocolate. The nose is intense, even powerful, while the mouth balances the richness and weight of chocolate against the subtle tree fruit and citrus characters of the Original Cupcake Vodka for a clean and smooth finish.

Stores please use the following link to access a printable sell sheet for the Cupcake Vodkas.
[Cupcake Vodkas](#)

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
082456	Blackmaker Root Beer Liqueur	490	750ml	12	89708- 61950	\$19.95



Blackmaker is 70 proof. Blackmaker is a high proof schnapps, super smooth and extremely mixable.

Dr. Blackmaker:
 1 Part Blackmaker Root Beer Liqueur
 1 Part Jagermeister Herbal Liqueur
 Serve over ice and garnish with a cherry

Stores please use the following link to access a printable sell sheet for this product.

[Blackmaker Root Beer Liqueur](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
895505	Vibe Cocktail Natural Agave Spicy Margarita Mix	999	946 ml	12	82712- 00108	\$7.30



Vibe All Natural Spicy Margarita Mix is a special combination of lime juice, lemon juice and organic hot peppers raised in the mountains of Peru combined with Organic Agave Nectar.

Stores please use the following link to access a printable sell sheet for this product.

[Vibe Spicy Margarita Mix](#)

It

August 10, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #099

1) The following brands have been closed out effective September 1, 2011. You will receive Closeout shelf tickets for September.

Reason:

035047	Three Olives Watermelon Flavored Vodka, 750ml	Poor Sales
035147	Three Olives Mango Vodka, 750ml	Poor Sales
040806	Skyy Infusions Grape Vodka, 750ml	Poor Sales
040808	Skyy Infusions Grape Vodka, 50ml	One Time Only
041271	Burnett's Blueberry Vodka, 750ml	Poor Sales
042722	Malibu Island Melon Flavored Rum, 50ml	One Time Only
042723	Malibu Island Melon Flavored Rum, 750ml	Poor Sales
043020	Whaler's Vanille Flavored Rum, 750ml	Poor Sales
043060	Bacardi Grand Melon Rum, 750ml	Poor Sales
056835	Bacardi Raspberry Mojito Cocktail, 1.75L	Poor Sales
060049	Club Extra Dry Gin Martini, 200ml	Poor Sales
067193	X-Rated Fusion Liqueur, 375ml	Poor Sales

2) The following Closeout items will have an additional price reduction effective September 1, 2011. You will receive new shelf tickets for September.

015536	Bushmills 10 Year Single Malt Irish, 750ml
034930	Three Olives Cherry Flavored Vodka, 1.75L
035176	Vikingfjord Citrus Vodka, 750ml
035216	Stolichnaya Blakberi Vodka, 750ml
035388	Finlandia Tangerine Fusion Vodka, 750ml
040826	Skyy Infusions Ginger Vodka, 750ml
041279	Burnett's Grape Vodka, 750ml
042020	Appleton Estate Reserve Rum, 750ml
054134	Dekuyper Apricot Brandy, 375ml
056024	Dekuyper Peach Brandy, 375ml
060055	Club Mudslide Cocktail, 200ml
063513	Sauza Margarita Cocktail Cube, 1.75L
063520	Sauza Original Margarita Cocktail, 1.75L
065015	Galliano L'Autentico Liqueur, 750ml
069636	Dr. McGillicuddy's Cherry Schnapps, 750ml
085894	Arrow Triple Sec, 375ml
089634	Pancho Villa Gold Tequila, 375ml
902080	Garlic Lady Crispy Green Beans, 237ml
902082	Garlic Lady Sicilian Garlic Olives, 237ml
902083	Garlic Lady Sicilian Garlic Cloves, 237ml
902084	Garlic Lady Pickled Original Garlic, 237ml

continued...

3) The item below was on last week's merchandise bulletin. A sell sheet is now available. Stores please use the following link to access a printable sell sheet for this product. [Monopolowa Gin](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028698	Monopolowa Vienna Dry Gin	200	750ml	12	86208-36114	\$16.95



J.A. Baczewski's secret recipe uses only the heart of the potato distillate to produce this unique gin. The finest, exclusively-sourced botanicals are then distilled to their essence and combined with the potato alcohol. The result is a triple-distilled, botanical infused, premium strength, full-bodied gin.

4) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064866	Fireball Cinnamon Whiskey with Shot Glass On-Pack (12 on 12)	401	750ml	12	88004-14668	\$19.45

5) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
047798	Courvoisier Rose Cognac	351	750ml	12	80686-97401	\$29.95



"Rose is a fruity blend of Cognac and French red fortified wine with red fruit aromas such as blackberry, blackcurrant and a touch of cherry, very well associated with vanilla, honey and vine-peach flavors. It is round, smooth, fruity in mouth with a nice after taste" Patrice Pinet , Courvoisier Master Blender

Stores please use the following link to access a printable sell sheet for this product. [Courvoisier Rose Cognac](#)

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089376	El Charro Anejo Tequila	499	750ml	12	59380- 11756	\$19.95



100% Blue Agave cultivated in the highlands of Jalisco, El Charro Añejo is created and aged in small batches using traditional methods. The Anejo is rested for 2 years in French oak barrels, resulting in a sweet, smooth taste.

Stores please use the following link to access a printable sell sheet for this product.

[El Charro Tequila](#)

It

August 17, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #101

1) BRAND REPLACEMENT: The following “old brand code” will be replaced by the “new brand code”. Continue to order the “old brand code” until it is no longer available at the distribution center, at which time the “new brand code” should automatically replace it. At that time, please complete an inventory adjustment and transfer inventory from the old brand code to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin.

OLD BRAND CODE	NEW BRAND CODE
014196 – Pendleton Canadian, 750ml (6 units per case)	014192 – Pendleton Canadian, 750ml (12 units per case)
035690 – Three Olives Bubble Fruit Flavored Vodka, 750ml (6 units per case)	035469 – Three Olives Bubble Fruit Flavored Vodka, 750ml (12 units per case)

2) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	August Retail
973398	098490	Carpano Antica Formula Vermouth	1.0L	\$26.15
972992	064416	Benedictine Dom Brandy Liqueur	750ml	\$40.95/ \$29.95

3) Benedictine Dom Brandy Liqueur is a closeout OTO and the August and September retail is \$29.95. It is now listed as an S-Code and the regular retail will be \$39.95 effective October 1, 2011.

4) The following items will be on TPR in September. You will not receive TPR shelf tickets for September. Please make September TPR shelf tickets for these items.

092670, O’Mara’s Caramel Irish Cream –Wine Base, 750ml
Regular Retail - \$9.99
TPR Retail - \$7.99
Savings - \$2.00

092674, O’Mara’s Irish Country Cream –Wine Base, 750ml
Regular Retail - \$9.99
TPR Retail - \$7.99
Savings - \$2.00continued...

continued...

5) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034456	Ketel One Vodka with 50ml Ketel One Oranje On-Pack (12 on 12)	260	750ml	12	85156-51541	\$26.95
042732	Novo Fogo Cachaca Organic Silver Rum with 50ml Cachaca Gold On-Pack (6 on 6)	300	750ml	6	52384-00200	\$29.95
052318	Christian Brothers Brandy with 50ml Christian Brothers Honey On-Pack (6 on 6)	375	1.75L	6	86036-81547	\$32.45

6) The following new S-Codes are in the Distribution Center. An S-Code is defined as Warehouse Stock normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
038170	360 Vodka	285	1.75L	6	85592-13371	\$41.95



360 is made from locally grown grains to reduce carbon emissions. The glass bottle is made from 85% recycled glass; the label from recycled paper and water-based inks; and, the shipping boxes from recycled cardboard. Made with 4 times-distilled, 5-times filtered vodka.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064416	Benedictine D.O.M. Brandy Liqueur	405	750ml	12	80480-55540	\$29.95



In the 1930's, a barman from the famous Club Twenty One in New York dreamt up a blend of Benedictine and Brandy. This new drink was instantly successful, and was called B&B. Drier than Benedictine, B&B, which is very popular with the Americans, is the result of the careful blend between the strength of an old cognac and the 27 plants and spices which go up to make Benedictine liqueur.

August 24, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #104

1) The following new S-Code is in the Distribution Center. An S-Code is defined as Warehouse Stock-normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
098490	Carpano Antica Formula Vermouth (Italy)	597	1.0L	6	84105-34100	\$26.15

Antica Formula is red vermouth made from an original recipe by Antonio Benedetto Carpano, the man credited with creating modern vermouth in Turin in 1786. Carpano originally developed vermouth by mixing herbs with a base wine and then sweetening it by adding spirit. His new drink proved so popular that soon his shop had to stay open 24 hours a day to satisfy demand. Carpano had been inspired by a German aromatised wine and was a fan of German poetry. As a result, he named his new product after the German word for wormwood, wermut, which was frequently used to flavour wine at the time. This aperitif is refined and complex with notes of vanilla, baking spice, dried apricot, raisin, date, and candied orange. The palate is luscious and the finish long, abounding with nuanced and slightly bitter flavor. Antica Formula is richer and more complex than most red vermouths and will make an excellent Negroni, Manhattan, or Bronx.



<u>Negroni Cocktail Recipe</u>		
Ingredients	Directions	Drink
1 ounce Bitters	Put all ingredients into a shaker with ice	
1 ounce Gin	Shake well	
1 ounce Sweet Vermouth	Garnish with an Orange Slice	
<u>Manhattan Cocktail Recipe</u>		
Ingredients	Directions	Drink
2 ounces Rye Whiskey	Shake the rye, vermouth and bitters with ice	
1 ounce Sweet Vermouth	Strain into a well chilled glass	
2-3 dashes Bitters	Garnish with a twist or maraschino cherry	
<u>Bronx Cocktail Recipe</u>		
Ingredients	Directions	Drink
2 ounces Gin	Put all the ingredients into a shaker with ice	
½ ounce Dry Vermouth	Shake well	
½ ounce Sweet Vermouth	Strain into a chilled cocktail glass	
1 ounce fresh Orange Juice	Garnish with an Orange Slice	

Stores please use the following link to access a printable sell sheet for this product.
[Carpano Antica Formula Vermouth](#)

It

August 4, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #097

1) The following restricted item has been changed to a regular listing. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035690	Three Olives Bubble Fruit Flavored Vodka	265	750ml	6	11538- 01540	\$19.95

2) The following closeout brand has been relisted as an "S" code effective August 1, 2011. You received a new shelf ticket for August.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040800	Skyy Infusions Cherry Vodka	290	750ml	12	21059- 65750	\$16.95

3) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center and the forceout is complete, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	August Retail
963413	041748	Smirnoff Citrus Vodka	1.75L	\$29.95
966549	021376	Sam Houston American Straight Whiskey	750ml	\$28.95
969507	042983	Zaya 12 Year Rum	750ml	\$34.95
973959	034092	Belvedere Pink Grapefruit Vodka	750ml	\$29.95
974684	068171	Coole Swan Dairy Cream Liqueur	750ml	\$34.95

continued...

4) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
012856	Rich & Rare Reserve Canadian	111	750ml	6	88004-00858	\$15.95



Distilled in Canada in small batches and aged in handpicked oak barrels. Robust yet smooth flavor. Custom bottle with rye grain embossing.

Stores please use the following link to access a printable sell sheet for this product.

[Rich and Rare Canadian Reserve](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028698	Monopolowa Vienna Dry Gin	200	750ml	12	86208-36114	\$16.95



J.A. Baczewski's secret recipe uses only the heart of the potato distillate to produce this unique gin. The finest, exclusively-sourced botanicals are then distilled to their essence and combined with the potato alcohol. The result is a triple-distilled, botanical infused, premium strength, full-bodied gin.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035785	Cupcake Original Vodka	285	750ml	12	81308-00177	\$19.95



Natural ingredients are used and special attention is paid to each step of the process. Using natural flavors and the finest American grains it's distilled six times and is driven home through charcoal filtration. Cupcake vodkas are cut with filtered water from the Sierra Nevada Mountains and the result is smooth and rewarding. The grain character shows immediately in the nose and on the palate: crisp cleanliness as well as a soft, grainy counterpoint to the texture. The nose is very clean; the palate is middleweight, while the finish is lingering with gentle mineral flavors.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042034	Cupcake Lemon Chiffon Vodka	290	750ml	12	81308-00178	\$19.95



The lemon notes in the nose are very bright and compelling, like fresh lemon pie filling topped with lemon zest; the mouth retains the clean, gentle, mineral flavors of Cupcake Original Vodka.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042035	Cupcake Vanilla Frosting Vodka	290	750ml	12	81308-00180	\$19.95



Fun and frothy vanillin aromas and flavors that perfectly capture the enticing character of white frosting. Despite the sweet and engaging nose, the true quality of Cupcake Vodka comes through: velvety, soft, mineral and gentle citrus notes.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042036	Cupcake Devil's Food Chocolate Vodka	290	750ml	12	81308-00179	\$19.95



A blend of dark and bittersweet chocolate. The nose is intense, even powerful, while the mouth balances the richness and weight of chocolate against the subtle tree fruit and citrus characters of the Original Cupcake Vodka for a clean and smooth finish.

Stores please use the following link to access a printable sell sheet for the Cupcake Vodkas.
[Cupcake Vodkas](#)

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
082456	Blackmaker Root Beer Liqueur	490	750ml	12	89708- 61950	\$19.95



Blackmaker is 70 proof. Blackmaker is a high proof schnapps, super smooth and extremely mixable.

Dr. Blackmaker:
1 Part Blackmaker Root Beer Liqueur
1 Part Jagermeister Herbal Liqueur
Serve over ice and garnish with a cherry

Stores please use the following link to access a printable sell sheet for this product.

[Blackmaker Root Beer Liqueur](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
895505	Vibe Cocktail Natural Agave Spicy Margarita Mix	999	946 ml	12	82712- 00108	\$7.30



Vibe All Natural Spicy Margarita Mix is a special combination of lime juice, lemon juice and organic hot peppers raised in the mountains of Peru combined with Organic Agave Nectar.

Stores please use the following link to access a printable sell sheet for this product.

[Vibe Spicy Margarita Mix](#)

It

August 10, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #099

1) The following brands have been closed out effective September 1, 2011. You will receive Closeout shelf tickets for September.

Reason:

035047	Three Olives Watermelon Flavored Vodka, 750ml	Poor Sales
035147	Three Olives Mango Vodka, 750ml	Poor Sales
040806	Skyy Infusions Grape Vodka, 750ml	Poor Sales
040808	Skyy Infusions Grape Vodka, 50ml	One Time Only
041271	Burnett's Blueberry Vodka, 750ml	Poor Sales
042722	Malibu Island Melon Flavored Rum, 50ml	One Time Only
042723	Malibu Island Melon Flavored Rum, 750ml	Poor Sales
043020	Whaler's Vanille Flavored Rum, 750ml	Poor Sales
043060	Bacardi Grand Melon Rum, 750ml	Poor Sales
056835	Bacardi Raspberry Mojito Cocktail, 1.75L	Poor Sales
060049	Club Extra Dry Gin Martini, 200ml	Poor Sales
067193	X-Rated Fusion Liqueur, 375ml	Poor Sales

2) The following Closeout items will have an additional price reduction effective September 1, 2011. You will receive new shelf tickets for September.

015536	Bushmills 10 Year Single Malt Irish, 750ml
034930	Three Olives Cherry Flavored Vodka, 1.75L
035176	Vikingfjord Citrus Vodka, 750ml
035216	Stolichnaya Blakberi Vodka, 750ml
035388	Finlandia Tangerine Fusion Vodka, 750ml
040826	Skyy Infusions Ginger Vodka, 750ml
041279	Burnett's Grape Vodka, 750ml
042020	Appleton Estate Reserve Rum, 750ml
054134	Dekuyper Apricot Brandy, 375ml
056024	Dekuyper Peach Brandy, 375ml
060055	Club Mudslide Cocktail, 200ml
063513	Sauza Margarita Cocktail Cube, 1.75L
063520	Sauza Original Margarita Cocktail, 1.75L
065015	Galliano L'Autentico Liqueur, 750ml
069636	Dr. McGillicuddy's Cherry Schnapps, 750ml
085894	Arrow Triple Sec, 375ml
089634	Pancho Villa Gold Tequila, 375ml
902080	Garlic Lady Crispy Green Beans, 237ml
902082	Garlic Lady Sicilian Garlic Olives, 237ml
902083	Garlic Lady Sicilian Garlic Cloves, 237ml
902084	Garlic Lady Pickled Original Garlic, 237ml

continued...

3) The item below was on last week's merchandise bulletin. A sell sheet is now available. Stores please use the following link to access a printable sell sheet for this product. [Monopolowa Gin](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028698	Monopolowa Vienna Dry Gin	200	750ml	12	86208-36114	\$16.95



J.A. Baczewski's secret recipe uses only the heart of the potato distillate to produce this unique gin. The finest, exclusively-sourced botanicals are then distilled to their essence and combined with the potato alcohol. The result is a triple-distilled, botanical infused, premium strength, full-bodied gin.

4) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064866	Fireball Cinnamon Whiskey with Shot Glass On-Pack (12 on 12)	401	750ml	12	88004-14668	\$19.45

5) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
047798	Courvoisier Rose Cognac	351	750ml	12	80686-97401	\$29.95



"Rose is a fruity blend of Cognac and French red fortified wine with red fruit aromas such as blackberry, blackcurrant and a touch of cherry, very well associated with vanilla, honey and vine-peach flavors. It is round, smooth, fruity in mouth with a nice after taste" Patrice Pinet , Courvoisier Master Blender

Stores please use the following link to access a printable sell sheet for this product. [Courvoisier Rose Cognac](#)

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089376	El Charro Anejo Tequila	499	750ml	12	59380- 11756	\$19.95



100% Blue Agave cultivated in the highlands of Jalisco, El Charro Añejo is created and aged in small batches using traditional methods. The Anejo is rested for 2 years in French oak barrels, resulting in a sweet, smooth taste.

Stores please use the following link to access a printable sell sheet for this product.

[El Charro Tequila](#)

It

August 17, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #101

1) BRAND REPLACEMENT: The following “old brand code” will be replaced by the “new brand code”. Continue to order the “old brand code” until it is no longer available at the distribution center, at which time the “new brand code” should automatically replace it. At that time, please complete an inventory adjustment and transfer inventory from the old brand code to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin.

OLD BRAND CODE	NEW BRAND CODE
014196 – Pendleton Canadian, 750ml (6 units per case)	014192 – Pendleton Canadian, 750ml (12 units per case)
035690 – Three Olives Bubble Fruit Flavored Vodka, 750ml (6 units per case)	035469 – Three Olives Bubble Fruit Flavored Vodka, 750ml (12 units per case)

2) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	August Retail
973398	098490	Carpano Antica Formula Vermouth	1.0L	\$26.15
972992	064416	Benedictine Dom Brandy Liqueur	750ml	\$40.95/ \$29.95

3) Benedictine Dom Brandy Liqueur is a closeout OTO and the August and September retail is \$29.95. It is now listed as an S-Code and the regular retail will be \$39.95 effective October 1, 2011.

4) The following items will be on TPR in September. You will not receive TPR shelf tickets for September. Please make September TPR shelf tickets for these items.

092670, O’Mara’s Caramel Irish Cream –Wine Base, 750ml
Regular Retail - \$9.99
TPR Retail - \$7.99
Savings - \$2.00

092674, O’Mara’s Irish Country Cream –Wine Base, 750ml
Regular Retail - \$9.99
TPR Retail - \$7.99
Savings - \$2.00continued...

continued...

5) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034456	Ketel One Vodka with 50ml Ketel One Oranje On-Pack (12 on 12)	260	750ml	12	85156-51541	\$26.95
042732	Novo Fogo Cachaca Organic Silver Rum with 50ml Cachaca Gold On-Pack (6 on 6)	300	750ml	6	52384-00200	\$29.95
052318	Christian Brothers Brandy with 50ml Christian Brothers Honey On-Pack (6 on 6)	375	1.75L	6	86036-81547	\$32.45

6) The following new S-Codes are in the Distribution Center. An S-Code is defined as Warehouse Stock normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
038170	360 Vodka	285	1.75L	6	85592-13371	\$41.95



360 is made from locally grown grains to reduce carbon emissions. The glass bottle is made from 85% recycled glass; the label from recycled paper and water-based inks; and, the shipping boxes from recycled cardboard. Made with 4 times-distilled, 5-times filtered vodka.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064416	Benedictine D.O.M. Brandy Liqueur	405	750ml	12	80480-55540	\$29.95



In the 1930's, a barman from the famous Club Twenty One in New York dreamt up a blend of Benedictine and Brandy. This new drink was instantly successful, and was called B&B. Drier than Benedictine, B&B, which is very popular with the Americans, is the result of the careful blend between the strength of an old cognac and the 27 plants and spices which go up to make Benedictine liqueur.

August 24, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #104

1) The following new S-Code is in the Distribution Center. An S-Code is defined as Warehouse Stock-normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
098490	Carpano Antica Formula Vermouth (Italy)	597	1.0L	6	84105-34100	\$26.15

Antica Formula is red vermouth made from an original recipe by Antonio Benedetto Carpano, the man credited with creating modern vermouth in Turin in 1786. Carpano originally developed vermouth by mixing herbs with a base wine and then sweetening it by adding spirit. His new drink proved so popular that soon his shop had to stay open 24 hours a day to satisfy demand. Carpano had been inspired by a German aromatised wine and was a fan of German poetry. As a result, he named his new product after the German word for wormwood, wermut, which was frequently used to flavour wine at the time. This aperitif is refined and complex with notes of vanilla, baking spice, dried apricot, raisin, date, and candied orange. The palate is luscious and the finish long, abounding with nuanced and slightly bitter flavor. Antica Formula is richer and more complex than most red vermouths and will make an excellent Negroni, Manhattan, or Bronx.



<u>Negroni Cocktail Recipe</u>		
Ingredients	Directions	Drink
1 ounce Bitters	Put all ingredients into a shaker with ice	
1 ounce Gin	Shake well	
1 ounce Sweet Vermouth	Garnish with an Orange Slice	
<u>Manhattan Cocktail Recipe</u>		
Ingredients	Directions	Drink
2 ounces Rye Whiskey	Shake the rye, vermouth and bitters with ice	
1 ounce Sweet Vermouth	Strain into a well chilled glass	
2-3 dashes Bitters	Garnish with a twist or maraschino cherry	
<u>Bronx Cocktail Recipe</u>		
Ingredients	Directions	Drink
2 ounces Gin	Put all the ingredients into a shaker with ice	
½ ounce Dry Vermouth	Shake well	
½ ounce Sweet Vermouth	Strain into a chilled cocktail glass	
1 ounce fresh Orange Juice	Garnish with an Orange Slice	

Stores please use the following link to access a printable sell sheet for this product.
[Carpano Antica Formula Vermouth](#)

It

August 31, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #107

1) BRAND REPLACEMENT: The following “old brand code” will be replaced by the “new brand code”. Distribution Center inventory of the old brand code will be forced out to outlets. The new brand code will automatically replace the old brand code when there is no inventory available. At that time, please complete an inventory adjustment and transfer inventory from the old brand code to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin.

OLD BRAND CODE

NEW BRAND CODE

037111 – Bacardi Classic Pina Colada Cocktail, 1.75L

057090 – Bacardi Classic Pina Colada Cocktail, 1.75L (correct brand code)

037113 – Bacardi Classic Strawberry Daiquiri Cocktail, 1.75L

057092 – Bacardi Classic Strawberry Daiquiri Cocktail, 1.75L (correct brand code)

2) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

<u>Special Order Brand Code</u>	<u>Listed Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>September Retail</u>
964599	064076	Alto Del Carmen Pisco Reservado Liqueur	750ml	\$20.90
969820	089159	Chimayo Reposado Tequila	750ml	\$19.95
973710	031980	Ransom Old Tom Gin	750ml	\$37.25
974159	035538	Pinnacle Cotton Candy Flavored Vodka	750ml	\$15.95
974316	044266	British Navy Pusser’s Rum	750ml	\$29.95
974469	005112	Glenmorangie Finealta Scotch	750ml	\$79.95
986811	065426	Licor 43 Liqueur	750ml	\$28.95

continued...

3) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
021376	Sam Houston American Straight Whiskey	165	750ml	6	12459-01023	\$28.95



Pretty medium amber color. Buttery caramel, roasted nut, vanilla bean, and coconut aromas. A round supple entry leads to a dryish medium-full body of toffee, nuts, and rich, peppery brown spices. Finishes with caramel, toasted coconut, and spice and a warming, mineral fade. Nice smoothness and vibrancy of flavor.

Stores please use the following link to access a printable sell sheet for this product.
[Sam Houston](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034092	Belvedere Pink Grapefruit Vodka	265	750ml	6	81753-81750	\$29.95



Pink Grapefruit flavored vodka imported from Poland. Belvedere uses a maceration process whereby oils are extracted from the fruit peels or fresh fruit, through a process of soaking or steeping in the alcohol and then re-distilling to create their unique flavors. Belvedere Pink Grapefruit is distilled from whole pink grapefruits and is combined with fresh ginger and spring lemons. Belvedere Pink Grapefruit is the perfect accompaniment to spicy and exotic foods. Mix 1.5 ounces of Belvedere Pink Grapefruit with 4 ounces of pink grapefruit juice, serve over ice, and garnish with a grapefruit slice for a 'Belvedere Pink Greyhound.'

Stores please use the following link to access a printable sell sheet for this product.
[Belvedere Pink Grapefruit Vodka](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
424358	Skinnygirl Sangria	985	750ml	12	80686-11001	\$15.95



In true Skinnygirl fashion, it's smooth, fruity and delicious without being overly sweet. Low in calories - just 134 per 5 oz serving! Best of all Skinnygirl Sangria also uses white grapes, so it's clear in color. That means you're not just saving calories, you're saving yourself from worrying about spills and stains.

Stores please use the following link to access a printable sell sheet for this product.
[Skinnygirl Sangria](#)

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
067285	Voli Lyte Vodka	260	750ml	6	50579-00201	\$25.95



Extra smooth vodka with a light finish. Made with fewer calories from superior French wheat and the finest natural flavor.

Stores please use the following link to access a printable sell sheet for this product.
[Voli Lyte Vodka](#)

4) 14 Hands Cabernet Sauvignon, Merlot & Chardonnay have been approved as a regular listing. All A & B wine stores received a shipment of these wines. Stores and contract liquor stores not receiving an initial shipment may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
467058	14 Hands Cabernet Sauvignon (Washington)	863	750ml	12	88586-00189	\$10.99



“14 Hands Cabernet Sauvignon features aromas of red currants and raspberries with subtle hints of spice. Spiced cherry & plum flavors are joined by notes of cocoa and complemented by fine, velvety tannins.”
 Keith Kenison, Winemaker.

Stores please use the following link to access a printable sell sheet for this product.
[14 Hands Cabernet Sauvignon](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
467060	14 Hands Merlot (Washington)	884	750ml	12	88586-00177	\$10.99



“14 Hands Merlot offers classic Washington aromas of blackberries, plums and black cherries. Expressive flavors of berries and cherries are joined by subtle nuances of mocha and spice. While soft and approachable, this wine maintains a firm backbone of tannins.”
 Keith Kenison, Winemaker.

Stores please use the following link to access a printable sell sheet for this product.
[14 Hands Merlot](#)

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
565715	14 Hands Chardonnay (Washington)	665	750ml	12	88586- 00176	\$10.99



“Bright apple and floral aromas are complemented by light notes of vanilla and sweet butterscotch. Juicy pear and apple flavors give way to subtle touches of toast and spice and ends with a soft finish.” Keith Kenison, Winemaker.

Stores please use the following link to access a printable sell sheet for this product.
[14 Hands Chardonnay](#)

It

September 7, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #109

1) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042983	Zaya 12 Year Rum	305	750ml	6	20815-95013	\$34.95



Handcrafted and distilled from pure virgin sugar cane, Zaya is blended from several Trinidad rums and aged in oak barriques for 12 years. A deep mahogany hue with touches of auburn and gold leading into a fragrant nose of alluring vanilla, warm butterscotch, brown sugar and maple. A smooth, velvety texture on the palate with nutty, buttery, caramel-like flavors.

Stores please use the following link to access a printable sell sheet for this product.
[Zaya Rum](#)

2) The following new items are in the Distribution Center. Selected stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
004367	The Balvenie Caribbean Cask Single Malt 14 Year Scotch	100	750ml	6	83664-87168	\$64.95



Single malt whiskey imported from Scotland. Balvenie Caribbean Cask is aged for 14 years in traditional oak whiskey casks, then aged for several months in rum casks. Rich, sweet and creamy toffee on the nose combines with fresh fruit notes. Rounded flavors of vanilla and sweet oak with a fruity character that develops with time. Soft, lingering finish. Serve straight, with a splash of water, or over a just a few ice cubes.

Stores please use the following link to access a printable sell sheet for this product.
[The Balvenie Caribbean Cask Scotch](#)

continued...

3) The following new item is in the Distribution Center. This item is a size extension and all stores received one case of this item. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041794	Smirnoff Raspberry Vodka	290	375 ml	12	82000- 00398	\$8.95

September 14, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #111

1) You were notified in Merchandise Bulletin #090 dated July 20, 2011 that the following two brand codes would be delisted effective October 1, 2011. These two brand codes are no longer being closed out and you will receive regular shelf tickets for October.

087635 El Zacatecano Blanco Mezcal, 750ml
089456 El Zacatecano Reposado Mezcal, 750ml

2) The following brands have been closed out for the following reasons. You will receive closeout shelf tickets for October.

	<u>Reason:</u>
066800 Soho Lychee Liqueur, 750ml	Poor Sales
416715 Los Vascos Cabernet Sauvignon-Chile, 750ml	Poor Sales
423710 Santa Rita Carmenere 120-Chile, 750ml	Poor Sales
457713 Corbett Canyon CA Merlot, 1.5L	Poor Sales
513505 Sutter Home Merlot CA, 1.5L	Poor Sales
537025 Dancing Bull Zinfandel CA, 750ml	Poor Sales
633784 Fetzer Valley Oaks Chardonnay CA, 750ml	Poor Sales
894417 Stirrings Pomegranate Mixer, 750ml	Poor Sales

3) You will receive October Closeout and Discontinued shelf tickets for approximately 175 50ml OTO's. Most of these are new closeouts with reduced retails, some are current closeouts with reduced retails and some are discontinued items.

4) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand code to the listed brand code.

Special Order	Listed		September	
Brand Code	Brand Code	Description	Size	Retail
974490	029974	Ebb+Flow Gin	750ml	\$33.00

5) The following new items are in the Distribution Center. Selected stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE	SIZE			
CODE #		CODE #				
029974	Ebb + Flow Gin	225	750ml	6	62425-01347	\$33.00



Ebb + Flow Gin is crafted to bring out the best in classic cocktails, with a rich balance of flavors: herbal, citrus and spice.

Stores please use the following link to access a printable sell sheet for this product.

[Ebb + Flow Gin](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
044557	Cruzan Strawberry Rum	345	750ml	12	80686-97309	\$14.95



Flavored rum from the island of St. Croix in the U.S. Virgin Islands. A blend of premium Cruzan rum and natural fruit flavors. Cruzan Strawberry is a unique blend of fresh strawberry with a hint of ginger. Aromas of fresh, juicy strawberries with flavors of ripe, wild strawberry coupled with subtle ginger root. Mix 2 oz. Cruzan Strawberry Rum with 1 ½ oz. fresh lime juice and 1 ½ oz. simple syrup, shake with ice and pour into a chilled martini glass (garnish with a lime wedge) for a 'CZ Strawberry Ginger Daiquiri.'

Stores please use the following link to access a printable sell sheet for this product.

[Cruzan Strawberry Rum](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
068171	Coole Swan Dairy Cream Liqueur	425	750ml	6	36040-50790	\$34.95



Cream liqueur imported from Ireland. Coole Swan is made with local, fresh double (heavy) cream, vanilla from the island of Madagascar and white Belgian chocolate combined with Single Malt (made only at one distillery) Irish Whiskey. Natural creamy-white color. A rich, smooth balance of dark chocolate and delicate vanilla flavors. A Double Gold Medal winner at the 2009 San Francisco World Spirits Competition. Serve chilled straight up in a martini glass, or combine 2 parts Coole Swan with 1 ½ parts vanilla vodka and ½ part Frangelico, add ice, shake, strain into a martini glass and garnish with a fresh strawberry for a 'Coole N' Dreamy.'

Stores please use the following link to access a printable sell sheet for this product.

[Coole Swan](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
043205	Bacardi Oakheart Spiced Rum	345	750ml	12	80480-00152	\$19.95



Spiced rum imported from Puerto Rico. A blend of Bacardi Superior and Bacardi Gold rums with select spices aged in charred oak barrels. Filtered in a proprietary manner that retains a hint of smokiness. The nose is of oak, smoke, and dried fruits. Flavors of maple, honey, vanilla and butterscotch with a light, sweet, peppery finish. Mix 1 part Bacardi Oakheart Spiced Rum with 3 parts Coke, pour over ice in a beer stein for an 'Oak & Coke.'

6) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089200	Don Julio Anejo 70 th Anniversary Tequila	499	750ml	6	74545-00082	\$70.00



Clear and silver in color. A bright and lively aroma opens up tones of fresh agave, wild honey, vanilla, citrus and strawberry, balanced with aged tequila notes of sweet toasted oak, caramel and milk chocolate. Displays the exceedingly refined complexity of aged Añejo tequila balanced with the versatility and smoothness of a silver. Contains notes of fresh honey, black peppercorn, lemon and smoky agave that blend harmoniously with wood influenced vanilla, toasted almonds and tobacco. Lightly sweet and satiny body. Concludes with a clean and smooth finish that is pleasantly warming with engaging lingering hints of chocolate and toffee.

Stores please use the following link to access a printable sell sheet for this product.

[Don Julio](#)

7) The following new S-Code items are in the Distribution Center. An S-Code is defined as Warehouse Stock-normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089159	Chimayo Reposado Tequila	499	750ml	12	29518-00001	\$19.95



Chimayo Tequila Reposado is produced at Industrializadora de Agave San Isidro located in Tepatitlan de Morelos, Jalisco. This hand crafted Blue Agave Reposado is aged in French Oak barrels for a minimum of 2 months.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
031980	Ransom Old Tom Gin	225	750ml	12	65991-04010	\$37.25



The Old Tom gin is all done on an alembic pot still and it is an historically accurate replication of what people were drinking in the 1800's and during the golden age of American cocktails (Cocktail historian David Wondrich collaborated on the project). It has just a touch of sweetness, a golden amber color, and is made from malted barley and corn.

8) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
014199	Pendleton Canadian with Belt Buckle On-Pack (3 on 6)	111	1.75L	6	84104- 11592	\$59.95
043126	Bacardi Light Dry Rum with 50ml Bacardi Oakheart Spiced Rum On-Pack (12 on 12)	300	750ml	12	80480- 01540	\$15.95

9) The following new item is in the Distribution Center. This item is a size extension and all stores received one case of this item. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041748	Smirnoff Citrus Vodka	290	1.75L	6	82000- 72394	\$29.95

September 21, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #115

1) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035538	Pinnacle Cotton Candy Flavored Vodka	265	750ml	12	89708- 45070	\$15.95



Pinnacle is the ideal French vodka – clean, smooth and extremely mixable. Every sip of Pinnacle is inspired by a time honored recipe handed down from generation to generation. Made with a traditional and ancestral recipe, Pinnacle is produced with modern equipment in the Distillerie de la Tour, ensuring the highest quality. Handcrafted in small batches and quadruple distilled with the spring water from the northern region of France, this unique spirit has a smooth, balanced finish with cotton candy flavor.

Stores please use the following link to access a printable sell sheet for this product.

[Pinnacle Cotton Candy](#)

2) The following new S-Code item is in the Distribution Center. An S-Code is defined as Warehouse Stock-normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
065426	Licor 43Liqueur	449	750ml	12	83664- 85354	\$28.95



Taste: Vanilla with a hint of citrus
Appearance: Brilliant golden color
Nose: Citrus and orange blossoms

Licor 43 has a delicate and exclusive aroma, especially pleasant when drank straight or on ice.

Stores please use the following link to access a printable sell sheet for this product.

[Licor 43](#)

continued...

3) The following new item is in the Distribution Center. This item is a size extension and is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
045889	Sailor Jerry Spiced Navy Rum Traveler	345	750ml	12	83664- 86971	\$22.95

4) The following items are available in split case. For your convenience there is an Excel spreadsheet of this list attached.

Stores can use this link to access the spreadsheet. [Split Case List](#)

BRAND CODE	BRAND NAME	SIZE
001765	LERICHE VSOP GIFT BOX	0.75
003038	COMANDON VS COGNAC	0.75
003655	HERRADURA SILVER TEQ -6 UNITS/CASE	0.75
003656	HERRADURA ANEJO TEQ -6 UNITS/CASE	0.75
003657	HERRADURA REPOSADO TEQ -6 UNITS/CS	0.75
004096	ARDBEG 10 YEAR OLD SC	0.75
004356	THE BALVENIE DBLWOOD SM 12 YR SC	0.75
004367	THE BALVENIE CARIB CASK SM 14Y SC	0.75
004380	THE BALVENIE PORTWOOD SM 21 YR SC	0.75
004616	BUCHANAN'S SPECIAL RESV 18 YR SC	0.75
004626	BUCHANAN'S DELUXE 12 YR SC	0.75
004636	BOWMORE ISLAY 12 YR SM SC	0.75
004656	BUNNAHABHAIN SGL MALT 12 YR SC	0.75
004723	CHIVAS REGAL 18 YR SC	0.75
004780	CRAGGANMORE SGL MALT 12 YR SC	0.75
004825	THE DALMORE 12 YR SM SC	0.75
004846	DALWHINNIE SGL MALT 15 YR SC	0.75
004876	DEWAR'S SPEC RES 12 YR SC	0.75
004936	THE FAMOUS GROUSE SC	0.75
005006	GLENFIDDICH 12 YR SGL MALT SC	0.75
005014	GLENFIDDICH SOLERA RES 15 YR SM SC	0.75
005034	GLENLIVET SGL MALT 12 YR SC	0.375
005038	GLENLIVET SGL MALT 12 YR SC	1.75
005040	GLENLIVET SGL MALT 18 YR SC	0.75
005103	GLENMORANGIE LASANTA SC	0.75
005104	GLENMORANGIE NECTAR D'OR SC	0.75
005105	GLENMORANGIE QUINTA RUBAN SC	0.75
005112	GLENMORANGIE FINEALTA SC	0.75
005136	GLENMORANGIE ORIGINAL 18 YR SC	0.75
005325	JOHNNIE WALKER BLACK 12 YR SC	0.375
005329	JOHNNIE WALKER BLUE SC	0.75
005345	JOHNNIE WALKER RED SC	0.375
005350	JOHNNIE WALKER GREEN 15 YR SC	0.75

continued...

BRAND CODE	BRAND NAME	SIZE
005430	LAGAVULIN SGL MALT 16 YR SC	0.75
005446	LAPHROAIG SGL MALT 10 YR SC	0.75
005450	LISMORE SGL MALT SC	0.75
005480	THE MACALLAN CASK SNGTH SH MALT 12	0.75
005492	THE MACALLAN FINE OAK 10 YR SC	0.75
005493	THE MACALLAN FINE OAK 15 YR SC	0.75
005516	THE MACALLAN SGL HIGHL MALT 18 YR	0.75
005596	MCCLELLAND'S HIGHL SGL MALT SC	0.75
005606	MCCLELLAND'S ISLAY SGL MALT SC	0.75
005696	OBAN SGL MALT 14 YR SC	0.75
006206	TALISKER SGL MALT 10 YR SC	0.75
015646	JAMESON 18 YR IR	0.75
015656	JAMESON 12 YR IR	0.75
015660	JAMESON GOLD RESERVE IR	0.75
015774	OLD BUSHMILLS IR	0.375
015856	REDBREAST 12 YR IR	0.75
015940	TULLAMORE DEW IR	0.75
016906	BOOKER NOE'S BBN	0.75
018276	FIGHTING COCK 6 YR BBN	0.75
028246	BOODLES BRITISH GIN	0.75
028886	TANQUERAY NO. TEN GIN	0.75
029120	AVIATION GIN	0.75
029970	DRY FLY GIN	0.75
033696	MR. BOSTON SLOE GIN	0.75
034041	ABSOLUT 100 PREMIUM VK	0.75
035527	BAKON VK	0.75
035727	BAINBRIDGE LEGACY ORGANIC VK	0.75
035860	DRY FLY VK	0.75
038014	SOFT TAIL SPIRITS VK	0.75
042046	APPLETON SPEC GOLD RM	0.75
042777	RON ZACAPA 23 YEAR RM	0.75
043056	BACARDI ANEJO RM	0.75
043282	CAPT.MGN PARROT BAY PINEAPPL RM	0.75
043287	CAPT.MGN PARROT BAY MANGO RM	0.75
047776	COURVOISIER VSOP COGNAC	0.75
048126	HENNESSY XO COGNAC	0.75
048706	MARTELL VSOP COGNAC	0.75
049156	REMY MARTIN XO EXCELLENCE COGNAC	0.75
049176	REMY MARTIN VS GRAND CRU COGNAC	0.75
049816	BOULARD CALVADOS GR SOL VSOP BRDY	0.75
051326	MARASKA KOSHER SLIVOVITZ PLUM BRDY	0.75
051506	PRESIDENTE MEXICO BRDY	0.75
052806	KORBEL BRDY	0.75
053536	LAIRDS APPLE JACK BRDY	0.75
056676	CLEAR CREEK DIST PEAR BRDY	0.75

continued...

BRAND CODE	BRAND NAME	SIZE
064000	ABSENTE ABSINTHE REFINED LIQ	0.75
064336	B & B DOM BRDY L	0.75
064636	CAMPARI HERB L	0.75
064676	CHAMBORD ROYALE	0.75
064692	CHARTREUSE GREEN HERB L-12/CASE	0.375
064742	CIROC COCONUT VK	0.75
064774	COINTREAU ORANGE	0.375
064876	DRAMBUIE SC L	0.75
064880	DRAMBUIE SC L	0.375
064976	FERNET BRANCA LIQ	0.75
064981	FINAMORE LIMONCELLO LIQ	0.75
065017	GALLIANO L'AUTENTICO LIQ	0.375
065040	LEMONCELLO GIOIA LUISA LEMON	0.75
065128	GRAND MARNIER ORANGE	1.75
065446	LYSHOLM LINIE AQUAVIT -NORWAY	0.75
065906	METAXA 5 STAR GREECE BRDY	0.75
066186	PERNOD LICRIC L	0.75
066226	PIMMS CUP #1	0.75
066636	SAMBUCA ROMANA LICRIC L	0.75
066990	STROH ORIG 80 RUM LIQ (160 PR)	0.75
067610	LUXARDO MARASCHINO LIQ	0.75
067806	TIA MARIA COFFEE	0.75
071446	AFTER SHOCK HOT & COOL CINN LIQ	0.75
071996	SAMBUCA DI AMORE	0.75
074086	GODIVA CHOCOLATE	0.75
074090	GODIVA WHITE CHOCOLATE	0.75
076451	PACIFIQUE ABSINTHE VERTE LIQ	0.75
080826	ICE 101 PEPPERMINT SCHN	0.75
084159	99 APPLES SCHN	0.75
087306	CAZADORES BLANCO TEQ	0.75
087635	EL ZACATECANO BLANCO MEZCAL	0.75
088566	SAUZA TRES GENERACIONES PLATA TEQ	0.75
089047	AHA TORO ANEJO TEQ	0.75
089048	AHA TORO REPOSADO TEQ	0.75
089136	CABO WABO 100% AGAVE ANEJO TEQ	0.75
089154	DON JULIO REPOSADO TEQ	0.75
089187	CHAMUCOS REPOSADO ESPECIAL TQ 6/CS	0.75
089200	DON JULIO ANEJO 70TH ANNIV TEQ	0.75
089204	1800 REPOSADO TEQ	0.375
089240	DON EDUARDO ANEJO TEQ	0.75
089455	EL ZACATECANO ANEJO MEZCAL	0.75
089456	EL ZACATECANO REPOSADO MEZCAL	0.75
089566	MONTE ALBAN MEZCAL W/AGAVE WORM	0.75
089646	PATRON ANEJO 100% AGAVE TEQ	0.75

continued...

BRAND CODE	BRAND NAME	SIZE
090734	SANDEMAN FINE TWNY RED PORTO	0.75
090794	SANDEMAN FOUNDERS RES RED PORT	0.75
091344	HARVEYS BRISTOL CR SHERRY SPAIN	0.75
091974	DRY SACK SHERRY SPAIN	0.75
092344	FLORIO DRY MARSALA ITALY	0.75
092354	FLORIO SWEET MARSALA ITALY	0.75
093204	FICKLIN VYDS TINTA RED PORT	0.75
448100	CLOS DU BOIS CA CAB SAUV	0.75
448305	CLOS DU BOIS CA MERLOT	0.75
450750	CANOE RIDGE MERLOT WA	0.75
478705	KENWOOD SONOMA CTY CAB SAUV CA	0.75
479300	KENDALL JACKSON VINT RES CAB SAUV	0.75
479350	ERATH PINOT NOIR OR	0.75
551900	CANOE RIDGE CHARD WA	0.75
581330	KENDALL JACKSON VINT RES CHARD	0.75
582307	LA CREMA CHARDONNAY CA	0.75
704050	VEUVE CLICQUOT YELLOW LABEL CHAMP	0.75
710701	MOET DOM PERIGNON -6 UNITS/CASE	0.75
710806	MOET & CHANDON IMPERIAL CHAMP 6/CS	0.75
711200	MUMM CORDON ROUGE BRUT	0.75
715100	TAITTINGER BRUT	0.75
745405	DOMAINE CHAND NAPA VY BRUT SPK CA	0.75
756300	MUMM CUVEE NAPA BRUT CA	0.75
769555	DOMAINE CHAND BLANC DE NR SPKL CA	0.75
900700	BARNARD GRIFFIN MERLOT WA	0.75
900798	BARNARD GRIFFIN CAB SAUV WA	0.75
900914	CANOE RIDGE WALLA WALLA CAB SAU WA	0.75
901063	HOGUE GENESIS SYRAH WA	0.75
901156	WILLAMETTE VLY PINOT NOIR OR	0.75
901157	WILLAMETTE VLY PINOT NOIR WHL CLST	0.75
939003	ETHYL ALCOHOL-PURE USP 200 PR PINT	0.4732

September 28, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #118

1) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	October Retail
969254	068817	Santa Clara Rompope Vanilla Liqueur	1.0L	\$15.95
972058	044518	Cruzan Light Rum	1.75L	\$28.95
973983	042731	Novo Fogo Cachaca Organic Gold Rum	750ml	\$34.95
974828	035901	Wodka Vodka	750ml	\$14.80

2) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035986	Fremont Mischief Vodka	285	750ml	9	93573-81218	\$27.95



Made with winter wheat and allowed to mellow for several weeks, this is a soft, full-bodied vodka. Handcrafted in small batches from just two ingredients: wheat and pure artesian water from Mt. Rainier.

Stores please use the following link to access a printable sell sheet for this product.

[Fremont Mischief Vodka](#)

3) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041206	Firefly Sweet Tea Vodka with 50ml Firefly Sweet Tea Bourbon On-Pack (6 on 6)	290	1.75L	6	97291-00015	\$39.95

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064866	Fireball Cinnamon Whiskey with 50ml Firefly Sweet Tea Bourbon On-Pack (12 on 12)	401	750ml	12	88004- 14668	\$17.45
012888	Rich & Rare 3 Year Canadian with 50ml Fireball Cinnamon Whiskey On-Pack (6 on 6)	290	1.75L	6	97291- 00015	\$39.95
038088	Platinum 7X Vodka with 50ml Dr. McGillicuddy's Vanilla On-Pack (6 on 6)	285	1.75L	6	88004- 01272	\$24.95
038088	Platinum 7X Vodka with 50ml Firefly Skinny Tea On-Pack (6 on 6)	285	1.75L	6	88004- 01272	\$24.95
038088	Platinum 7X Vodka with 50ml Firefly Sweet Tea Vodka On-Pack (6 on 6)	285	1.75L	6	88004- 01272	\$24.95

October 5, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #120

1) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042485	Malibu Cranberry Cherry Flavored Rum	320	750ml	12	89540-52012	\$14.95



New Malibu Cranberry-Cherry is the hand-picked winner of the Malibu UChoose flavor program.

Flavorful burst of cherry, fresh cranberry and the distinctive and familiar Malibu Coconut. Sweet, bold and tropical.

Stores please use the following link to access a printable sell sheet for this product.

[Malibu Cranberry Cherry Rum](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
045995	Whipped Jack Whipped Cream Flavored Rum	345	750ml	12	82844-00210	\$12.95



Imported Virgin Islands rum blended with whipped cream flavors. Mix 2 oz. Whipped Jack with 1 oz. pineapple juice and 1 oz. orange juice, shake with ice and strain into a martini glass garnished with an orange and cherry for a 'Tropical Cream-tini.'

Stores please use the following link to access a printable sell sheet for this product.

[Whipped Jack Rum](#)

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October 12, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #124

1) The following brands have been delisted by the Board effective January 1, 2012. You can order these brands until inventory is gone or the end of November. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

010624 Canadian Club 6 Year, 375ml
027493 Firefly Sweet Tea Bourbon, 750ml
031736 Platinum 7X Gin, 750ml
034839 Svedka Citron Vodka, 750ml
034968 Three Olives Chocolate Flavored Vodka, 750ml
035183 Pearl Plum Flavored Vodka, 750ml
035234 Three Olives Root Beer Vodka, 750ml
035501 Stolichnaya Gala Applik Vodka, 750ml
036813 Liquid Vodka, 750ml
040912 Smirnoff Dark Roasted Espresso Vodka, 750ml
041143 Sweet Carolina Lemonade Vodka, 750ml
041336 Burnett's Orange Vodka, 750ml
041420 Gordon's Citrus Vodka, 750ml
041938 360 Mandarin Orange Vodka, 750ml
044448 Cruzan 9 Spiced Rum, 750ml
059231 Ice Box Mudslide, 1.75L
063693 Smirnoff Savannah Tea Cocktail, 750ml
063792 TGI Fridays Pina Colada, 750ml
065185 Irish Mist Whiskey Liqueur, 750ml
066048 Orchid Mango Flavored Liqueur, 750ml
071441 After Shock Hot & Cool Cinnamon Liqueur, 50ml
073452 Dekuyper Pomegranate Schnapps, 750ml
080156 Maison Dubouchett Crème De Cassis, 750ml
412177 Hardys Stamp of Australia Shiraz, 3.0L
416740 Little Penguin Merlot-Australia, 750ml
457719 Corbett Canyon CA Merlot, 3.0L
513352 Sutter Home Cabernet Sauvignon CA, 1.5L
518333 Vendange Cabernet Sauvignon CA, 1.5L
564950 Firesteed Pinot Gris OR, 750ml
568665 Gallo Livingston Cellars Rhine, 3.0L
580580 Kenwood Sauvignon Blanc CA, 750ml
635315 Washington Hills Riesling WA, 750ml
656378 Gallo Livingston Cellars Blush Chablis, 3.0L
676055 Robert Mondavi Woodbridge White Zinfandel CA, 1.5L
900568 Hyatt Black Muscat WA, 750ml
900707 Silver Lake Cabernet/Merlot WA, 750ml

2) The following brands have been closed out for the following reasons. You will receive closeout shelf tickets for November.

Reason:

002948	Dekuyper 4/Pack 50ml each, 200ml	Summer Spirit OTO
003101	Cruzan Rum 5/Pack 50ml each, 250ml	Summer Spirit OTO
056865	Bailey's Mudslide Cocktail, 1.75L	Summer Spirit OTO
063694	Smirnoff Savannah Tea Cocktail, 1.75L	Summer Spirit OTO
203580	Master of Mixes Big Bucket Strawberry Marg/Daiq, 3.0L	Summer Spirit OTO
950235	Lemoncello Lemon Liqueur, 750ml	Summer Spirit OTO

3) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	October Retail
975404	035881	Pinnacle Marshmallow Flavored Vodka	750ml	\$15.95
975405	034958	Three Olives Cake Flavored Vodka	750ml	\$19.95

4) The following items are new "Regular" wines and are on TPR in October, November and December. Please make TPR shelf tickets with the following information.

460450, Cupcake Red Velvet Red Blend CA, 750ml

Regular Retail - \$10.99

TPR Retail - \$8.99

Savings - \$2.00

462505, Duck Pond Red Blend OR, 750ml

Regular Retail - \$10.99

TPR Retail - \$8.99

Savings - \$2.00

607900, Rodney Strong Sonoma Chardonnay CA, 750ml

Regular Retail - \$12.99

TPR Retail - \$9.99

Savings - \$3.00

5) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
040949	Smirnoff Fluffed Marshmallow Vodka	290	750ml	12	82000-75754	\$15.95



Stores please use the following link to access a printable sell sheet for this product.

[Smirnoff Whipped Cream and Fluffed Marshmallow Vodkas](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
040965	Smirnoff Whipped Cream Vodka	290	750ml	12	82000- 75751	\$15.95



Stores please use the following link to access a printable sell sheet for this product.
[Smirnoff Whipped Cream and Fluffed Marshmallow Vodkas](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
044266	British Navy Pusser's Rum	305	750ml	6	88320- 00508	\$29.95



Appearance: Deep golden orange like a well aged bourbon.

Nose: There is a big strong rum and oak aroma that you can smell as you pour and it is very pleasing. If you put your nose to the glass you get more of the oak but with some smokiness and subtle sweetness.

Taste: Smooth with strong flavours of wood and good rum characteristics. It has a pleasant warm, tannic finish that stays with your for a few minutes.

Stores please use the following link to access a printable sell sheet for this product.
[British Navy Pusser Rum](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
067288	Voli Lemon Vodka	260	750ml	6	50579- 00207	\$25.95



Strong, zesty citrus nose compliments a mellow verbena taste that gently lingers on the palate.

Stores please use the following link to access a printable sell sheet for this product.
[Voli Lemon Vodka](#)

6) The following new items are in the Distribution Center. Selected stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
013152	Fremont Mischief Whiskey	111	750ml	9	93573-81206	\$32.95
027514	John Jacob Whiskey	199	750ml	9	93573-94544	\$32.95

Descriptions and sell sheets will be provided for the two items above on the next merchandise bulletin.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
042731	Novo Fogo Cachaca Organic Gold Rum	300	750ml	6	52384-00201	\$34.95



Bright gold cachaça distilled from fermented fresh, organic sugar cane juice. Aged two years in oak barrels. Like its younger cousin Novo Fogo Silver Cachaça, Novo Fogo Gold Cachaça is born of organic sugar cane. After distillation, the fresh distillate is aged in used oak barrels for two years while it gains its golden color and smoother flavor. Aging also gives the spirit a more complex flavor profile.

Time spent in oak barrels give Novo Fogo Gold Cachaça a slightly sweet, vanilla aroma and bring out the ripe banana and sugar cane flavors in the initial taste and body. Aging also brings out some cinnamon and baking spices in the body and extends the finish.

Stores please use the following link to access a printable sell sheet for this product.

[Novo Fogo Cachaca Organic Gold Rum](#)

continued...

7) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
005112	Glenmorangie Finealta Scotch	100	750ml	6	81753- 81883	\$79.95



Aroma: Caramelized orange, peaches soaked in liqueur, sugared almonds, raisins, lime and a hint of distant wood smoke
Taste: Initially rich and spicy with mandarin segments and lime which slowly build on the palate to flavors of powdered sugar, chewy meringue and violet
Finish: Full-rounded aromatic smoke with chalky minerals linger to create a single malt of both finesse and richness

Stores please use the following link to access a printable sell sheet for this product.

[Glenmorangie Finealta Scotch](#)

8) The following new S-Code items are in the Distribution Center. An S-Code is defined as Warehouse Stock-normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035901	Wodka Vodka	260	750ml	12	74854- 38210	\$14.80



Clear. Aromas of toasty pastry and custard with a supple, glycerous, off-dry medium-to-full body and a creamy, powdered sugar, light pepper, and mineral finish. A clean, nicely made vodka that is a very good value.

A classically structured vodka that offers bracing yet pleasant medicinal notes, and a sweetish core. Herbal notes of lavender and rosemary are present, as are some malt-like characteristics from the rye base.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
064076	Alto Del Carmen Pisco Reservado Liqueur	405	750ml	12	88320- 15200	\$20.90



Enhanced myrtle on the nose with some floral tones and even hints of blackcurrant. Lively and full of xacting flavours that are decided myrtle. Great balance of flavour, sweetness and subtle alcohol.

October 19, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #126

1) The following items will be on TPR in November and December. You will not receive TPR shelf tickets for November or December. Please make TPR shelf tickets for these items for November and December.

092670, O'Mara's Caramel Irish Cream –Wine Base, 750 ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

092674, O'Mara's Irish Country Cream –Wine Base, 750 ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

2) The following new S-Code item is in the Distribution Center. An S-Code is defined as Warehouse Stock-normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044518	Cruzan Light Rum	325	1.75L	6	80686- 96767	\$28.95



Double distilled and aged a minimum of two years in select oak casks and charcoal filtered for smoothness.

3) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
037996	Smirnoff Vodka with 50ml Smirnoff Whipped Cream or Fluffed Marshmallow On-Pack	285	750ml	12	82000- 00006	\$15.95
043336	Captain Morgan Spiced Rum with 50ml Smirnoff Whipped Cream or Fluffed Marshmallow On-Pack	320	750ml	12	87000- 00271	\$19.95

4) The following new item is in the Distribution Center. All A & B Wine stores received one case of this item. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
460450	Cupcake Red Velvet Red Blend	859	750ml	12	81308- 00125	\$8.99

Winemaker's Tasting Notes:



“Our first blended red wine for Cupcake Vineyards has over the top aromas of chocolate, deep rich blackberries, red fruits that follow through the palate to a creamy mocha finish that is unmistakable in its intensity and length, with a hint of coconut. It’s reminiscent of a blackberry chocolate cupcake with a mocha coulis.”

Red Velvet is a blend of Zinfandel, Merlot, Cabernet Sauvignon and Petite Sirah; each variety lending structure, aroma, depth of flavor and a long creamy finish to this wine.

Food Pairing Recommendations:

Enjoy with sweet and spicy Hoisin steak, a barbecue bacon cheese burger or even dark chocolate fondue.

October 26, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #130

1) BRAND REPLACEMENT: The following “old brand code” will be replaced by the “new brand code”. Continue to order the “old brand code” until it is no longer available at the distribution center, at which time the “new brand code” should automatically replace it. At that time, please complete an inventory adjustment and transfer inventory from the old brand code to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin.

OLD BRAND CODE

900766–Edna Valley Vineyard CA Chardonnay,
750ml

NEW BRAND CODE

562400–Edna Valley Vineyard Chardonnay CA,
750ml

2) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the trial size. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035881	Pinnacle Marshmallow Flavored Vodka	265	750ml	12	89708- 45152	\$15.95



Pinnacle Marshmallow combines imported French Vodka with the light, sweet taste of a marshmallow.

Stores please use the following link to access a printable sell sheet for this product.
[Pinnacle Marshmallow Vodka](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
888076	Lyle Style Mild Bloody Mary Mix	999	32oz.	12	84672- 07370	\$5.99
888078	Lyle Style Hot & Spicy Bloody Mary Mix	999	32oz.	12	84672- 07330	\$5.99



“Lyle Style Bloody Mary Mix originated in Lyle, WA and is handmade on the banks of the Columbia River Gorge. Folks in Lyle are fun-loving and like things healthy and natural. We like the simple life here; we don't have any rush hour traffic, just the natural beauty of the great outdoors. It is in this spirit that we bring you **LYLE STYLE** Bloody Mary Mix. We've left out any of those ingredients you can't pronounce, we've left out the preservatives too. What we do have is a Bloody Mary which is fresh and natural, **LYLE STYLE**”. – Lyle style website www.lylestyle.com

November 2, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #135

1) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

SPECIAL ORDER BRAND CODE	LISTED BRAND CODE	DESCRIPTION	SIZE	NOVEMBER RETAIL
973389	035981	44 North Magic Valley Vodka	750ml	\$29.95
973390	044130	44 North Rainier Cherry Vodka	750ml	\$29.95

2) The following brands have been delisted by the Board effective January 1, 2012. You can order these brands until inventory is gone or the end of November. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

027538 Phillips Union Vanilla Whiskey, 750ml
028096 Beefeater 24 London Dry Gin, 750ml
034072 Fris Cherry Vodka, 750ml
034075 Fris Grape Vodka, 750ml
035453 Svedka Cherry Vodka, 750ml
035549 Three Olives Rangtang Orange Flavored Vodka, 750ml
035637 Three Olives Purple Grape Flavored Vodka, 750ml
036951 Moon Mountain Vodka, 750ml
041360 UV Pink Lemonade Vodka, 750ml
043461 Don Q Mojito Rum, 750ml
044941 Monarch Coconut Rum, 750ml
045006 Monarch Pineapple Rum, 750ml
066860 Stirrings Apple Liqueur, 750ml
066861 Stirrings Ginger Liqueur, 750ml
077089 Southern Comfort Lime Liqueur, 750ml
412171 Hardys Stamp of Australia Chardonnay, 3.0L
558935 Corbett Canyon Pinot Grigio/Chenin Blanc CA, 3.0L
647275 Carlo Rossi's Vin Rose, 4.0L
674030 Peter Vella White Zinfandel CA, 5.0L
886300 Franzia Fruity Red Sangria Box CA, 5.0L

continued...

3) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the trial size. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
067482	Galliano Ristretto Liqueur	430	375ml	24	80915- 11168	\$17.95



The Italian Fame:

- A real Espresso liqueur
- The concentrated and short espresso (= ristretto), adored by Italians

Taste:

- The best Arabica and Robusta coffee beans, giving the product its aromatic depth
- Strong and invigorating
- 100 % Ristretto
- 30 % ABV (60 proof)

Stores please use the following link to access a printable sell sheet for this product.

[Galliano Ristretto](#)

4) The following new items are in the Distribution Center. All A & B Wine stores received one case of these items. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
471250	Gnarly Head Old Vine Zinfandel (CA)	898	750ml	12	82242- 29493	\$9.99



Gnarly Head Old Vine Zinfandel makes a bold statement at first sip. Our quest for outstanding Zinfandel led us down a country road into the heart of Lodi, California revealing a sea of gnarled, 35 – 80 year-old vines pruned in a special, mop-topped way called “head trained”. True gnarly heads, these old vines yield fewer grape clusters with smaller berries than trellised vines. These mighty little berries produce intense, bold wines that are deep in color with concentrated dark fruit flavors.

Our Old Vine Zinfandel has a gnarly core of rich, dark berry flavors with layers of spice, plum, pepper and vanilla balanced by light hint of toasted oak. Break out a bottle Gnarly Old Vine Zin and pair with BBQ pork ribs, moms favorite Chili or steak fajitas.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
462505	Duck Pond Red Blend (OR)	899	750ml	12	68154- 23161	\$8.99



The wine is intensely layered with dark fruit, oak and spice on the nose. On the palate, flavors of blackberry, cassis, mocha and vanilla are balanced by velvety tannins, ending in a long finish. The Red Blend is a full-bodied wine yet soft wine that pairs well with hearty dishes.

November 11, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #137

1) The following item is a new "Regular" wine and is on TPR in November and December. Please make a TPR shelf ticket with the following information.

902200, Bookwalter Bookmark Red Blend WA, 750ml

Regular Retail - \$14.99

TPR Retail - \$9.99

Savings - \$5.00

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November 16, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #139

1) The following brands have been closed out for the following reasons. You will receive closeout shelf tickets for December.

001733 Appleton Estate Reserve Rum w/2 Glasses, 750ml

889100 Master of Mixes Margarita Lite Mix, 1.0L

Reason:

Summer Spirit OTO

OTO

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November 30, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #142

1) If you receive the following OTO, please destroy the DECEMBER OTO shelf ticket and make a new shelf ticket. The December retail has been reduced.

042721, Novo Fogo Cachaca Organic Gold Rum, 50ml – December Retail \$2.95

2) The following new items are in the Distribution Center. All stores received one case of these items. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035897	Stolichnaya Chocolat Razberi Vodka	265	750ml	12	83664-87240	\$19.95



Chocolat Razberi is the thirteenth flavor and the newest addition to the Stoli's comprehensive portfolio of naturally-flavored vodkas (and boy does it smell good). Reminiscent of the very finest of boxed chocolates, Stoli's newest vodka is to be savored and served as sweet dessert. Some vodka's can be deceiving, because although they have a sweet smell, the aftertaste can be extremely bitter — which is not the case with Chocolat Razberi. With the first sip, a lush milk chocolate is delivered, accented by warm vanilla-cocoa notes. Its velvety texture is topped off by a clean finish, enhanced by the flavors of ripened red raspberries.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
068817	Santa Clara Rompopo Vanilla Liqueur	425	1L	12	15918-11190	\$15.95



Rompopo is an eggnog-like drink made with eggs, milk, and vanilla flavouring.

continued...

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035794	Sobieski Cynamon Vodka	265	750ml	12	89016- 01215	\$12.95



Sobieski Cynamon's spicy and bold nose evokes a nostalgic feeling. The crisp, peppery taste leads to a warm, round finish.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
034958	Three Olives Cake Flavored Vodka	265	750ml	12	11538- 01565	\$19.95



Three Olives, the premium imported vodka that brought you successful flavors such as Bubble, Dude and Cherry introduce their newest line extension, Three Olives Cake! Three Olives Cake brings fun and celebration to your bar or gathering. Now you can have your cake and drink it too!

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035981	44 North Magic Valley Vodka	285	750ml	12	33597- 00964	\$29.95



44° North Magic Valley Wheat Vodka is a beacon of purity in the new movement of handcrafted spirits. Enjoy a classic vodka taste with a clean and crisp edge, perfect for enjoying "neat" or as the key ingredient in your favorite vodka cocktails. 44° North Magic Valley Wheat Vodka is distilled using Idaho's specially grown Brundage Winter Wheat from Idaho's Magic Valley and is blended with spring water from Idaho's Snake River Aquifer.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044130	44 North Rainier Cherry Vodka	290	750ml	12	33597- 00965	\$29.95



44° North Rainier Cherry Flavored Vodka is distilled from Idaho Potatoes, blended with Rocky Mountain Water from the Snake River Aquifer, then infused in our proprietary blend of all natural cherries

December 7, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #144

1) The following item is no longer available in split case:

003038 – Comandon VS Cognac, 750ml

December 14, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #147

1) The following new items are in the Distribution Center. All stores will receive one case of these items. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
077395	Skinnygirl White Cranberry Cosmopolitan Cocktail	449	750ml	12	80686-11002	\$15.95



You've never had a cosmopolitan like this! Meet White Cranberry Cosmo, a twist on the old classic that's fun, flirty and sexy—in other words, very Skinnygirl Cocktails. It's low-calorie and made with natural flavors (just as you'd expect), but it's also clear...meaning it won't stain couches or carpets at festive parties this holiday season.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
066054	Nuvo Lemon Sorbet Sparkling Liqueur	449	750ml	12	88076-17759	\$24.95



NUVO LEMON SORBET is 25% alcohol but will give you a refreshing twist of sparkling French vodka and lemon citrus that explodes in your mouth. Just like the original NUVO, NUVO LEMON SORBET has never been done before. It's just like lemon sorbet...it's refreshing, cold, crisp, sweet & tangy but in a bottle.

continued...

2) The following new item is in the Distribution Center. Selected stores will receive one case of this item. Managers are reminded to immediately display this item upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
064712	Ciroc Peach Vodka	265	750ml	6	88076- 17740	\$29.95



Cîroc vodka is distilled five times. The first four distillations of the Ugni Blanc take place in stainless steel column stills; the Mauzac Blanc grapes are distilled in copper continuous stills. These are distilled as far as 96.5% and 93.5%, then blended together 95% being Ugni Blanc and 5% Mauzac Blanc. The final distillation is performed in a traditional Armagnac style copper pot still.