

January 6, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #001

1) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034303	Effen Vodka	260	50 ml	120	56075- 00012	\$1.50

2) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
064827	Domaine de Canton Ginger Liqueur	449	750 ml	6	36040- 01848	\$34.95



Domaine de Canton is a French ginger liqueur comprised of eau-de-vie (fruit brandy) and VSOP and XO Grande Champagne Cognacs, which themselves are produced using fresh Tahitian vanilla beans, Provencal honey and Tunisian ginseng. The ginger comes from fresh, baby Vietnamese ginger and adds a wonderful flavor profile to this unique distilled spirit.

continued...

3) 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
013110	8 Seconds Canadian	111	750 ml	6	83103-50312	\$27.95



The palate is an elusive demonstration of floral tones (flowers from apples, pears, oranges, honeysuckle and verbena). A slight bitterness on the back palate introduces the spice elements that burst animatedly and resolve to a finish with clean candied fruits (orange zest, apple skin) which fade showing honeycomb and a touch of vanilla creaminess.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043256	Captain Morgan Parrot Bay Coconut 90 Proof Rum	320	750 ml	12	82000-00230	\$19.95



Imagine a paradise of tranquil tropical waters and exotic parrots of every hue. Try this newly inspired taste treasure... a blend of premium Puerto Rican rum and rich coconut flavor that will add an exotic taste to all your favorite rum drinks! Mix with your favorite juice or soda to make amazing tropical drinks.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043415	Captain Morgan Lime Bite Rum	320	750 ml	12	82000-75017	\$22.95

Lime Bite pairs best with lemon-lime soda or beer, and adds that it also complements juice, and cola. Lime Bite has 35-percent alcohol-by-volume.

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4) The following new item is in the Distribution Center. 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035527	Bakon Vodka	285	750 ml	12	39610- 91007	\$29.45



No tinge or burn on the tongue, no obnoxious smoky or chemical flavors, just clean refreshing potato vodka with delicious savory bacon flavor.

5) The following new item is in the Distribution Center. All A & B 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
015693	Knappogue Castle Irish	120	750 ml	6	36040- 51301	\$37.95

The Knappogue Castle legacy began with a man named Mark Edwin Andrews nearly half a century ago. His Knappogue Castle 1951, named after the castle in Ireland that he owned, is the oldest and rarest Irish whiskey in the world. His son, Mark, continues his father's legacy by selecting the finest Irish single malt, aging it to perfection and bottling it on a vintage basis. Knappogue Castle 1995 is the latest in a series of award-winning, vintage dated single malts under the Knappogue label. It was triple distilled one batch at a time in copper pot stills, aged in bourbon casks and bottled in 2007. Spicy and complex with graceful, lovely flavors of toasted vanilla, grass, sweet herbs, lavender and honeysuckle.

6) The following new item is in the Distribution Center. All A & B 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
064764	Ciroc Red Berry Vodka	265	750 ml	6	88076- 17505	\$34.95



Ciroc Red Berry is flavored with natural raspberry and strawberry, and it has none of that harshness that you get in most flavored vodkas. Strawberry is more prominent in the mix, with a nice level of sweetness and a hint of that herbal, floral character that unflavored Ciroc has. Lovely.

January 13, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #003

1) The following brands have been closed out. Closeout shelf tickets will be sent to you effective February 1, 2010.

Reason:

002916	Carolan's Irish Cream w/2 Glasses, 750 ml	Holiday One-Time-Only
002951	Saint Brendan's Irish Cream w/2 Glasses, 750 ml	Holiday One-Time-Only
568103	Glen Ellen Chardonnay 4/pk, 1.0 liter	Discontinued by Supplier
710590	Moet & Chandon Brut 2000 Grand Vintage, 750 ml	One-Time-Only

2) The following closeout items will have an additional price reduction effective February 1, 2010. You will receive new shelf tickets for February.

002229	Christian Brothers Holiday Nog, 750 ml
002525	Pennsylvania Dutch Brandied Apple Cider w/Glass, 200 ml
059100	Evan Williams Egg Nog, 750 ml
061616	Pennsylvania Dutch Egg Nog, 750 ml
061618	Pennsylvania Dutch Egg Nog, 1.75 liter
062806	Old New England Egg Nog, 750 ml
062808	Old New England Egg Nog, 1.75 liter
065176	Holly Toddy Rum & Brandy, 750 ml
325050	Nurnberger Markt Gluhwein, 1.0 liter
950116	Very Special Chocolates 10 Piece Crate Assortment, 3.5 oz
950131	Turin Chocolates 6 Piece Jose Cuervo, 2.1 oz
950132	Turin Chocolates 6 Piece Kahlua, 2.1 oz
950188	Very Special Chocolates Grand Assortment, 4.2 oz
950196	Weinrich Chocolate Bar Cognac Truffle, 3.5 oz
950197	Weinrich Chocolate Bar Rum Truffle, 3.5 oz
950204	Turin Chocolates 6 Piece Jack Daniels, 2.1 oz
950205	Turin Chocolates 6 Piece Malibu, 2.1 oz
950206	Turin Chocolates 6 Piece Baileys, 2.1 oz
950215	Turin Chocolates 6 Piece Cherries, 2.1 oz
950216	Turin Chocolates 6 Piece Grand Marnier, 2.1 oz
950219	Turin Chocolates Grand Marnier 12 Piece Bag, 4.23 oz
950220	Turin Chocolates Baileys 12 Piece Bag, 4.23 oz
950221	Turin Chocolates Jack Daniels 12 Piece Bag, 4.23 oz
950222	Turin Chocolates Jose Cuervo 12 Piece Bag, 4.23 oz
950223	Turin Chocolates Kahlua 12 Piece Bag, 4.23 oz
950224	Turin Chocolates Malibu 12 Piece Bag, 4.23 oz
950225	Turin Chocolates Kahlua Box, 6.3 oz
950226	Turin Chocolates Baileys Box, 6.3 oz

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3) The following brands have a NAME CHANGE only. The brand codes and UPC codes remain the same. You will receive shelf tickets with the new names effective February 1, 2010.

BRAND CODE	OLD NAME	NEW NAME	SIZE
043816	Ronrico White Rum Traveler	Ronrico Silver Rum Traveler	750 ml
043846	Ronrico White Rum	Ronrico Silver Rum	750 ml
043848	Ronrico White Rum	Ronrico Silver Rum	1.75 liter
073452	Dekuyper Luscious Pomegranate	Dekuyper Pomegranate Schnapps	750 ml
073526	Dekuyper Luscious Melon Dew	Dekuyper Melon Schnapps	750 ml
073586	Dekuyper Signature Hazelnut Liqueur	Dekuyper Hazelnut Liqueur	750 ml
078166	Dekuyper Signature Crème de Cocoa Dark	Dekuyper Crème de Cocoa Dark	750 ml
078706	Dekuyper Signature Crème de Cocoa White	Dekuyper Crème de Cocoa White	750 ml
079136	Dekuyper Signature Crème de Menthe Green	Dekuyper Crème de Menthe Green	750 ml
079616	Dekuyper Signature Crème de Menthe White	Dekuyper Crème de Menthe White	750 ml
080096	Dekuyper Signature Crème de Banana	Dekuyper Crème de Banana	750 ml
080681	Dekuyper Blustery Peppermint Schnapps	Dekuyper Peppermint Schnapps	50 ml
080686	Dekuyper Blustery Peppermint Schnapps	Dekuyper Peppermint Schnapps	750 ml
080696	Dekuyper Blustery Peppermint 100 Proof Burst Schnapps	Dekuyper Peppermint 100 Proof Schnapps	750 ml

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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
026599	George Dickel Cascade Hollow Whiskey	170	750 ml	12	82000-73946	\$15.95



George Dickel Cascade Hollow, AKA red label is a favorite sour mash whiskey from Tennessee. The Cascade Hollow red label is significantly cheaper than both the No. 8 & 12 and pleasant to drink. By definition what makes it Tennessee whiskey is charcoal filtering prior to aging. For the aging process it's stored in new oak barrels that are charred on the inside. Cascade Hollow was originally aged three years, but is now aged at least four years.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
035501	Stolichnaya Gala Applik Vodka	265	750 ml	12	83664-87128	\$24.95



Made with winter wheat and glacial water, Double distilled using quartz and activated charcoal filtration. Crystal clear and medium bodied. Only natural flavors are used.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
041124	Firefly Peach Sweet Tea Vodka	290	750 ml	12	97291-00045	\$22.95



This product is a twist on the southern staple, sweet tea and has a natural peach flavor. The vodka is distilled on Wadmalaw Island and the tea is from Charleston Tea Plantation.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
042796	Rhum Barbancourt Reserve Speciale Eight Year Rum	305	750 ml	12	89768-87331	\$24.95

Made from the juice of sugar cane, the production of Rhum Barbancourt follows a centuries-old tradition that grew from the French methods of creating cognac and brandy. Rhum Barbancourt is distilled from hand-cut, locally grown sugar cane juice - never molasses; It is double distilled in pot stills; Aged in white oak barrels to yield a spirit that has been called. A full bodied premium "Reserve Speciale" dark rum with a velvety character.

continued...

5) The following new item is in the Distribution Center. All A & B 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
064742	Ciroc Coconut Vodka	265	750 ml	6	88076- 17495	\$34.95



Ciroc grapes are carefully selected by hand. Three types of white grapes are used – Sauvignon Blanc, Mauzac Blanc and Len de L’El. The snap frost grapes used in making of Ciroc ripen on vines past the usual harvest, and are picked at the time of the first frost, to provide a liquid that is high in sugar content and grape essence. The juice from Ciroc grapes is cold fermented, which is a long slow process that preserves freshness and extracts a more flavorful combination of the fruit character. Ciroc is five times distilled, which helps create the crisp, clean, smooth taste. Ciroc Coconut Vodka has a tantalizing coconut flavor which compliment the original vodka.

6) The following new item is in the Distribution Center. All A 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
005492	The Macallan Fine Oak Ten Year Scotch	100	750 ml	12	87236- 10045	\$43.95



Single Malt Highland Scotch Whisky. Aged 10 years in a unique combination of bourbon and sherry oak casks. Pale straw color. Complex aromas with hints of fruit and heather honey. Soft texture with flavors of oak, fruit and malt. Lingering finish with notes of oak and fruit. Whisky Expert Jim Murray says the Macallan Fine Oak whiskies are 'a series of stunners, one after another hitting around the 90 (point) mark; it had never happened so often before from the same series of new whiskies.'

7) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
041065	Koenig Huckleberry Flavored Vodka	290	50 ml	96	81622- 08050	\$2.00

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8) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
003382	Tequila Rose Liqueur with Valentine Game	020	750 ml	6	85592- 13885	\$19.95

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January 20, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #005

1) The following new item is on TPR in February. The first shipment has been delayed by the supplier and will not arrive before the end of February. The estimated delivery is mid-to-late March. After the forceout is completed, you will be notified in a future merchandise bulletin when it is available to order.

040912 Smirnoff Dark Roasted Espresso Vodka, 750 ml

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
032236	Seagram's Extra Dry Gin with 50 ml Seagram's Rum On-Pack	225	750 ml	12	80432- 40123	\$12.95

3) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043254	Captain Morgan Parrot Bay Coconut 90 Proof Rum	320	50 ml	120	82000- 00228	\$1.75

Clear. Sweet coconut candy and cream aromas. A round entry leads to an oily, mildly sweet light-to-medium palate with mild coconut candy and mineral flavors. Finishes with a piña colada and mineral water fade.

4) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

UNITS ALLO- CATED	BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
1 case	043054	Bacardi Dragon Berry Strawberry Rum	345	50 ml	120	80480- 00030	\$1.25

continued...

5) The following One-Time-Only (OTO) items have additional inventory in the Distribution Center. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
002651	Absolut Vodka In Pop Up Box	020	750 ml	12	35229-00057	\$23.45

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
015529	Bushmills Irish 1608 Anniversary Edition	120	750 ml	6	88076-17188	\$89.95

The nosing passes find notes of almond paste, straw, brown butter, nougat, dark toffee, worn saddle leather and canola oil. Rich flavors of caramel, cocoa, and malted barley at entry; midpalate adds flavors of tapioca, old honey and butter cream on top of the intense graininess. Finishes malty sweet, buttery, oily and multilayered.

6) The following One-Time-Only (OTO) item is in the Distribution Center. Selected stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, 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	1.75 L	6	85592-13371	\$41.95

What is dragon fruit? Known formally as the pitaya, this Asian fruit has red skin and has a flavor described by some as a blend of “kiwi and Concord grape.” Bacardi uses dragon fruit and strawberry to create this “Dragon Berry” infused rum.

7) The following new items are in the Distribution Center. These are size extensions and 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
018116	Evan Williams Black Label Bourbon Traveler	151	750 ml	12	96749-02177	\$14.45
045884	Sailor Jerry Spiced Navy Rum	345	375 ml	24	83664-86912	\$11.95
052146	Christian Brothers Brandy Traveler	375	750 ml	12	86036-70704	\$15.25

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8) 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
010890	Forty Creek Barrel Select Canadian	110	750 ml	12	91156-00104	\$24.95



Forty Creek Barrel Select is a blended Canadian whisky, 40% alcohol (ethanol) by volume, 80 proof. It is made with rye, barley and Indian corn (maize). Each grain is fermented, distilled, and aged separately to produce a "méritage" of single grain whiskies. After distillation using a small-batch, copper pot still, the whiskies are aged separately 6-10 years in small cask 40-gallon white oak barrels of varying toasting levels. Vintage sherry casks round off some of the aged whiskies after they are blended, for an additional six months.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044350	Cherry Jack Cherry Flavored Rum	345	750 ml	12	82844-06042	\$12.95

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044410	Coconut Jack Coconut Flavored Rum	345	750 ml	12	82844-00042	\$12.95

Jack Flavored Rums are (42 proof). Blend with ice and garnish with a lime wedge.

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January 27, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #007

1) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028231	Bombay Sapphire England Gin	200	50 ml	120	80480- 00008	\$2.00
043131	Bacardi Limon Rum	320	50 ml	120	80480- 35620	\$1.00
043310	Captain Morgan Lime Bite Rum	320	50 ml	120	82000- 00265	\$1.50

2) The following new item is in the Distribution Center. 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
042020	Appleton Estate Reserve Rum	300	750 ml	12	36191- 11040	\$29.95



This blend is made up of 20 select aged rums utilizing used Jack Daniel whisky barrels in the aging process. Light mahogany and honey rum distilled from fermented molasses. The aroma carries the Appleton signature of brown sugar, spice and hints of dried fruit. The honeyed, satin texture palate carries notes of spice, orange citrus, caramel and balanced smoky oak and cedar. Followed by an adequately long, smoky finish accented by baked, spiced fruit notes.

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3) The following new item is in the Distribution Center. All A & B 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034082	Belvedere Intense 100 Proof Vodka	250	750 ml	6	81753- 81609	\$37.95



Belvedere Intense 100 Proof Vodka has notes more often associated with whisky or cognac such as crème caramel, dark savory spice, and rich bitter chocolate. It is double filtered through charcoal which gives it the increased alcohol content and it comes in black bottle with silver trees that looks like a negative of the original bottle.

February 3, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #009

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	February Retail
966731	027116	Wild Turkey Rye Whiskey	750 ml	\$23.95
973163	069636	Dr. McGillicuddy's Cherry Schnapps	750 ml	\$16.45
973307	035176	Vikingfjord Citrus Citrus Vodka	750 ml	\$14.95
973373	067159	Ty Ku Liqueur	750 ml	\$31.95

2) The following new items are in the Distribution Center. All A 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
005493	The Macallan Fine Oak 15 Year Scotch	100	750 ml	12	87236-10047	\$81.95



The Macallan Fine Oak is triple cask matured in a unique, complex combination of exceptional oak casks; European oak casks seasoned with sherry impart a rich character with hints of dried fruits, spice and chocolate orange. American oak casks seasoned with sherry deliver delicate hints of citrus lemon, coconut and toffee sweetness. American oak casks seasoned with bourbon deliver floral aromas and sweet notes of vanilla and fresh fruits. This triple cask combination delivers an extraordinarily smooth, delicate yet complex Single Malt matured at The Macallan distillery for a minimum of 15 years. Macallan Fine Oak has a rich straw colour with a sublime full nose with a hint of rose and cinnamon. It has an intense rich chocolate, with a hint of orange and dried fruits flavor.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
015646	Jameson 18 Year Irish Whiskey	120	750 ml	6	80432- 40404	\$89.95



Jameson Irish Whiskey is produced from a mixture of malted and un-malted Irish barley. The barley is then dried in a closed kiln fired by clean-burning anthracite coal to preserve its clean malty flavors. Jameson whiskey is triple distilled. This rare 18 year Irish Whiskey characterized wonderfully mellow and smooth, complex flavors of fudge & toffee spice, hints of wood & leather, gentle sherry nuttiness and vanilla.

3) The following One-Time-Only (OTO) items are in the Distribution Center. These items are 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
001020	The Macallan 18 Year Scotch with Oak Box	020	750 ml	6	87236- 10702	\$154.95



This satisfyingly complex Single Malt, matured at The Macallan distillery for a minimum of 18 years is in a gift box made of solid oak characterized by its rich colour, aroma and flavour with hints of dried fruits, spice and chocolate orange.

February 10, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #011

1) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089124	Cazadores 100% Agave Reposado Tequila	499	50 ml	48	80480- 17004	\$2.50
044355	Cherry Jack Cherry Flavored Rum	345	50 ml	48	82844- 06050	\$1.25

2) The following One-Time-Only (OTO) items are in the Distribution Center. All A & B stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064740	Ciroc Coconut Vodka Liqueur	403	50 ml	60	82000- 00256	\$3.00
064761	Ciroc Red Berry Vodka Liqueur	403	50 ml	60	82000- 00258	\$3.00

3) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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
003138	Jagermeister with Pewter Shot Glass	015	750 ml	12	33038- 66092	\$23.95

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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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035495	Pinnacle Cherry Lemonade Flavored Vodka	265	750 ml	12	89708- 46170	\$14.95

Pinnacle Cherry Lemonade-flavored vodka is imported from France with a smooth taste. Handcrafted in small batches and quadruple distilled with spring water from the Champagne region of France.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
041060	Burnett's Pink Lemonade Vodka	290	750 ml	12	96749- 20111	\$12.45

Pink Lemonade-flavored domestic vodka with natural lemon and herbal flavors, very dry. Burnett's uses a quadruple distilled and triple charcoal filtering process.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
041226	Burnett's Strawberry Vodka	290	750 ml	12	96749- 20305	\$12.45

Strawberry flavored domestic vodka with natural strawberry and herbal flavors, very dry.

5) The following new "seasonal" craft beers from Redhook and Widmer are in the Distribution Center. One case will be forced out to each store with a rack. The remaining inventory will be available for all stores to order. There are a limited number of cases. You are encouraged to keep the beer stocked until it's gone.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
929548	Widmer Seasonal – W'10 Pitch Black IPA Craft Beer Six Pack	097	355 ml	24	02770- 00700	\$7.68/6pk Or \$1.28 each



Our Brewmasters' Release - Pitch Black IPA is a Pacific Northwest twisted tribute to an IPA style of beer. It is almost a traditional IPA but it is instead brewed to the emerging style of Cascadian Dark. We add a modest amount of a specially made debittered black malt to give this IPA a very dark color but without the characteristic dark malt flavors. Pitch Black IPA is hopped generously in the brewhouse and then again later during the dry hopping process. Hopheads of the world will certainly enjoy this dark version of IPA, as will beer drinkers looking for something new and experimental to fill their pint glass. Alc. by Vol. 6.5% Best Paired With: Smokey and spicy type dishes that tend to be richer, steak with blue cheese butter (Black and Blue Combo), spicy mole, chili, smoked and/or spicy cured meats, BBQ Ribs SMOKEY AND SPICY TYPE DISHES THAT TEND TO BE RICHER, STEAK WITH BLUE CHEESE BUTTER (BLACK AND BLUE COMBO), SPICY MOLE, CHILI, SMOKED AND/OR SPICY CURED MEATS, BBQ RIBS

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
929549	Redhook Seasonal – Mud Slinger Spring Ale Six Pack	097	355 ml	24	21242-00004	\$7.68/6pk Or \$1.28 each



Mudslinger is a Nut Brown Ale with a Medium body and a fresh aroma. Its malty flavor is layered with light chocolate, caramel, brown sugar and a hint of vanilla. Six barley malts and two hop varieties result in a surprisingly smooth, well balanced dark beer.

ABV: 5.8%

Mudslinger pairs nicely with grilled meats, stews, fowl, and even smoked oysters or salmon.

6) The following new items are in the Distribution Center. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
626125	Chateau Ste Michelle Harvest Select Riesling (Washington)	682	750 ml	12	88586-00416	\$5.99



Harvest Select Riesling is made in a slightly sweeter style than “Columbia Valley Riesling” but still shows the elements of classic Chateau Ste. Michelle Riesling. It offers beautiful crisp Washington Riesling character with rich flavors of ripe pears and peaches. The fresh fruit and decadent character is balanced with crisp acidity to keep the wine in harmony. This is a perfect patio sipping wine or would be a great match with Thai food. Enjoy!

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
508185	Snoqualmie Whistle Stop Red Cabernet-Merlot 2007 (Washington)	865	750 ml	12	77190-00020	\$6.99



"Vibrant fresh fruit aromas of black cherry and currant combine with hints of rosemary in this Bordeaux-style blend, named for the whistling trains that pass through the landscape of Eastern Washington's vineyards. The palate is full of the same black fruit flavors matched with soft supple tannin and sweet oak."

- Joy Andersen, Winemaker

February 17, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #015

1) The following wines are on TPR in **March**. Please make March TPR shelf tickets with the following information.

442450, Avery Lane Cabernet Sauvignon WA, 750 ml
519841, Washington Hills Cabernet Sauvignon WA, 750 ml
519844, Washington Hills Merlot WA, 750 ml
543900, Avery Lane Chardonnay WA, 750 ml
635315, Washington Hills Riesling WA, 750 ml

Regular Retail - \$6.96
TPR Retail - \$5.99
Savings - \$.97

482600, House Wine Red Wine WA, 750 ml
519897, Waterbrook Merlot-Cabernet WA, 750 ml
635350, Waterbrook Chardonnay WA, 750 ml
635360, Waterbrook Sauvignon Blanc WA, 750 ml

Regular Retail - \$11.99
TPR Retail - \$ 9.99
Savings - \$ 2.00

498950, Randall Harris Merlot WA, 750 ml

Regular Retail - \$12.42
TPR Retail - \$ 7.42
Savings - \$ 5.00

519848, Washington Hills Rainier Red WA, 750 ml

Regular Retail - \$6.25
TPR Retail - \$4.99
Savings - \$1.26

519850, Washington Hills Syrah WA, 750 ml
635328, Washington Hills Chardonnay WA, 750 ml

Regular Retail - \$6.96
TPR Retail - \$4.99
Savings - \$1.97

519880, Waterbrook Merlot WA, 750 ml
519890, Waterbrook Cabernet Sauvignon Reserve WA, 750 ml

Regular Retail - \$24.99
TPR Retail - \$19.99
Savings - \$ 5.00

519895, Waterbrook Melange WA, 750 ml

Regular Retail - \$14.99
TPR Retail - \$12.99
Savings - \$ 2.00

continued...

2) The following closeout items will have an additional price reduction effective March 1, 2010. You will receive new shelf tickets for March.

002229 Christian Brothers Holiday Nog, 750 ml
002525 Pennsylvania Dutch Brandied Apple Cider w/Glass, 200 ml
005816 Pinch 15 Year Scotch, 750 ml
041462 Indio Wasabi Flavored Vodka, 750 ml
042783 Tommy Bahama Golden Sun Gold Rum, 750 ml
059100 Evan Williams Egg Nog, 750 ml
061616 Pennsylvania Dutch Egg Nog, 750 ml
061618 Pennsylvania Dutch Egg Nog, 1.75 liter
062806 Old New England Egg Nog, 750 ml
062808 Old New England Egg Nog, 1.75 liter
065176 Holly Toddy Rum & Brandy, 750 ml
067251 Wasabe Vodka w/Sake, 750 ml
077491 Tarantula Banana Colada Liqueur, 750 ml
325050 Nurnberger Markt Gluhwein, 1.0 liter
901144 Hyatt Syrah WA, 750 ml
950116 Very Special Chocolates 10 Piece Crate Assortment, 3.5 oz
950131 Turin Chocolates 6 Piece Jose Cuervo, 2.1 oz
950132 Turin Chocolates 6 Piece Kahlua, 2.1 oz
950188 Very Special Chocolates Grand Assortment, 4.2 oz
950196 Weinrich Chocolate Bar Cognac Truffle, 3.5 oz
950197 Weinrich Chocolate Bar Rum Truffle, 3.5 oz
950204 Turin Chocolates 6 Piece Jack Daniels, 2.1 oz
950205 Turin Chocolates 6 Piece Malibu, 2.1 oz
950206 Turin Chocolates 6 Piece Baileys, 2.1 oz
950215 Turin Chocolates 6 Piece Cherries, 2.1 oz
950216 Turin Chocolates 6 Piece Grand Marnier, 2.1 oz
950219 Turin Chocolates Grand Marnier 12 Piece Bag, 4.23 oz
950220 Turin Chocolates Baileys 12 Piece Bag, 4.23 oz
950221 Turin Chocolates Jack Daniels 12 Piece Bag, 4.23 oz
950222 Turin Chocolates Jose Cuervo 12 Piece Bag, 4.23 oz
950223 Turin Chocolates Kahlua 12 Piece Bag, 4.23 oz
950224 Turin Chocolates Malibu 12 Piece Bag, 4.23 oz
950225 Turin Chocolates Kahlua Box, 6.3 oz
950226 Turin Chocolates Baileys Box, 6.3 oz

3) The following items are new “Regular” wines and are on TPR in February and March. Please make TPR shelf tickets with the following information.

508185, Snoqualmie Whistle Stop Red WA, 750 ml

Regular Retail - \$8.24
TPR Retail - \$6.99
Savings - \$1.25

626125, Ch Ste Michelle Harvest Select Riesling, 750 ml

Regular Retail - \$7.18
TPR Retail - \$5.99
Savings - \$1.19

729491, Mionetto Prosecco Brut - Italy, 750 ml

Regular Retail - \$13.99
TPR Retail - \$10.99
Savings - \$ 3.00

continued...

4) The following brands have been closed out. Closeout shelf tickets will be sent to you effective March 1, 2010.

Reason:

031544	No. 209 Gin, 750 ml	Poor Sales
033991	Alchemia Chocolate Vodka, 750 ml	Poor Sales
033992	Alchemia Ginger Vodka, 750 ml	Poor Sales
035224	Pinnacle Espresso Flavored Vodka, 750 ml	Poor Sales
044546	Cruzan Guava Rum, 750 ml	Poor Sales
064056	Alize Gold Liqueur, 750 ml	Poor Sales
066188	Pernod D'Absinthe Liqueur, 750 ml	Poor Sales
067546	Kahlua Hazelnut Liqueur, 750 ml	Poor Sales
087385	Corralejo Blanco Tequila, 750 ml	Poor Sales
088646	Solo Blanco Tequila, 750 ml	Poor Sales
355064	Casarsa Pinot Noir-Italy, 1.5 liter	Poor Sales
404480	Campo Viejo Tempranillo Crianza-Spain, 750 ml	Poor Sales
423415	Torres Sangre De Toro-Spain, 750 ml	Poor Sales
444125	Beringer Shiraz Founders Estate CA, 750 ml	Poor Sales
478770	Kenwood Russian River Pinot Noir CA, 750 ml	Poor Sales
519893	Waterbrook Syrah WA, 750 ml	Poor Sales
537000	Rancho Zabaco Sonoma Heritage Zinfandel, 750 ml	Poor Sales
547295	Bogle Chardonnay CA, 750 ml	Poor Sales
547320	Bogle Sauvignon Blanc CA, 750 ml	Poor Sales
554800	Chateau St Jean Sonoma Fume Blanc CA, 750 ml	Poor Sales
562810	Estancia Chardonnay CA, 750 ml	Poor Sales
562812	Estancia Pinot Grigio CA, 750 ml	Poor Sales
576817	Inglenook Premium Select Chardonnay CA, 1.5 liter	Poor Sales
589370	Mirassou Chardonnay CA, 750 ml	Poor Sales
626160	Ch Ste Michelle Indian Wells Riesling WA, 750 ml	Discontinued by Supplier
635365	Waterbrook Riesling WA, 750 ml	Poor Sales
734815	Tosti Asti Spumante-Italy, 750 ml	Poor Sales
888905	Master of Mixes Lime Juice Mix, 375 ml	Poor Sales
888912	Master of Mixes Cosmopolitan Mix, 375 ml	Poor Sales
889007	Master of Mixes Cosmopolitan Martini Mix, 1.0 liter	Poor Sales
889023	Master of Mixes Pina Colada Mix, 1.0 liter	Poor Sales
889115	Master of Mixes Sour Apple Martini Mix, 1.0 liter	Poor Sales
929532	J Daniels Downhome Punch Malt 6/pk, 296 ml	Poor Sales
929533	J Daniels Lynchburg Lemonade Malt 6/pk, 296 ml	Poor Sales

5) Brand code 092674, O'Mara's Irish Country Cream-Wine Base, 750 ml, is on TPR in March. You will not receive a TPR ticket for March. Please make a March TPR shelf ticket for this item. The March Price List, TPR List and Bills of lading are correct.

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

Regular Retail - \$9.99

TPR Retail - \$8.49

Savings - \$1.50

6) The following item is a new "Regular" wine and is on TPR in March. Please make a TPR shelf ticket with the following information for March.

900568, Hyatt Black Muscat WA, 750 ml

Regular Retail - \$6.99

TPR Retail - \$5.99

Savings - \$1.00

continued...

7) The following item is in the Distribution Center. The marketing category assigned to this product is One-Time-Only (OTO). It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
407290	Colores Del Sol Malbec 2008 (Argentina)	843	750 ml	12	89819-01086	\$3.99



Colores del Sol means “Colors of the Sun.” The vineyards in Mendoza are among highest in the world – therefore, closest to the sun, and where the sun's light is most pure. And that pure light reflects from grapes and vines like a starburst, revealing all the colors of the sun. This memorable Malbec brims with enticing aromas and robust flavors of dark cherry, juicy blackberry and delicate rose petals. Sweet oak and mocha notes, with hints of smoke, glide over rounded tannins for a bold, full bodied wine. BEST BUY – 87 Points, Wine Enthusiast

8) The following repeat items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
512050	Stone Cellars Cabernet Sauvignon 2006 (California)	864	750 ml	12	89819-11728	\$3.99

Approachable and friendly with ripe summer berry flavours and a touch of earthiness.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
512055	Stone Cellars Merlot 2007 (California)	885	750 ml	12	89819-11734	\$3.99



A satisfying Merlot that delivers layers of fruit flavors and aromas. Stone Cellars Merlot is luscious and well-balanced with ripe strawberry and red cherry flavors, a soft-mid palate and finishing with a hint of baking spice.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
628725	Stone Cellars Chardonnay 2007 (California)	666	750 ml	12	89819-11746	\$3.99



The summer fruit aromas and flavors are balanced by the citrus and the creaminess is balanced with refreshing acidity. The result is a wine that works really well for entertaining, not only because it pleases so many palates, but also because it pairs with a variety of foods or is great all by itself. To preserve the flavors the majority of the Chardonnay is fermented in stainless steel

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
901808	Stimson Estate Cellars Cabernet Sauvignon (Washington)	863	750 ml	12	88586-00142	\$2.99



This fruit-forward, ruby colored Cabernet displays a bouquet of cherries, a bit of black olive and a hint of spice. The wine is soft and balanced with flavors of cherries and toast. Merlot is blended into the wine to add complexity and a supple texture. Enjoy this Cabernet with meatloaf or grilled sirloin burger.

9) The following new items are in the Distribution Center. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
729491	Mionetto Prosecco Brut (Italy)	909	750 ml	15	69504-50090	\$10.99

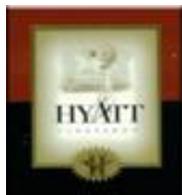


Intense fruity bouquet with a hint of golden apple, brut, fresh, light in body and well balanced. This wine has flavors of licorice, honey and maple.

- 100% Prosecco grapes, Veneto region
 - 11% alcohol by volume
 - This wine is perfect alone as an aperitif or as a delightful complement to appetizers, vegetable dishes, soups and grilled seafood.
- BEST BUY – 89 Points, Wine Enthusiast

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
900568	Hyatt Black Muscat 2007 (Washington)	575	750 ml	12	09071-10008	\$5.96



The naturally exuberant flavors of the Black Muscat varietal are nowhere more evident than in our off-dry specialty Rose. A short and cool five day fermentation on the skins, then an extended twenty day cool fermentation before stopping at 3% residual sugar, this resulted in the classic muscat aromas of strawberry and grapefruits. The acidity balances well with the residual sugar leaving a nice crisp finish.

10) The following new “seasonal” craft beers from Deschutes and Pryramid are in the Distribution Center. One case will be forced out to each store with a rack. The remaining inventory will be available for all stores to order. There are a limited number of cases. You are encouraged to keep the beer stocked until it’s gone.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
929550	Deschutes Red Chair North West Pale Ale	097	355 ml	24	63176-80001	\$7.98/6pk Or \$1.33 each



Red Chair NWPA is named after the oldest operating lift at Mt. Bachelor here in Central Oregon. What makes this copper colored beauty so wildly popular? As a debut Northwest Pale Ale, it’s an adventure all its own. It has a plush body with satiny caramel flavors derived from seven varieties of malt. Yet, despite it all, it remains a hop-forward ale with that distinctive citrusy punch. Just minus any mouth-puckering bitterness.

Alcohol by Volume: 6.4%

Best paired with: Hot-n-Sour Soup, Enchiladas with Mole Sauce, or Thin Crust Margarita Pizza

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
929545	Pryramid Fling Pale Ale	097	355 ml	24	76420-91108	\$8.94/6pk Or \$1.49 each



Our spectacular pale ale is a tantalizing mix of hops and malts offering a moment of unrestrained pleasure with each delectable sip.

Alcohol By Volume: 5.2%

Best Paired With: Burgers, Roasted Chicken, Cheeses.

February 23, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #019

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
064776	Cointreau Orange Liqueur with Shaker On-Pack	450	750 ml	12	87236- 56510	\$43.45

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
026600	George Dickel Cascade Hollow Whiskey	170	50 ml	120	82000- 73980	\$1.50
044408	Coconut Jack Coconut Flavored Rum	345	50 ml	48	82844- 00050	\$1.25

3) The following repeat One-Time-Only (OTO) item is in the Distribution Center. All A stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Split case is available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
005493	The Macallan Fine Oak 15 Year Scotch	100	750 ml	12	87236- 10047	\$81.95

continued...

4) The following repeat items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
370190	Mezzacorona Pinot Grigio (Italy)	636	750 ml	12	87241- 88106	\$6.99

Fragrance is complex, with notes reminiscent of ripe fruit (white peach, pear and mature chamomile), well-harmonised by the sweet notes which derive from the refining in oak. Light yellow in color. Flavors of vanilla and ripe fruit which are refined with a fresh and elegant finish. Nice light wine, very easy to drink.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
370200	Mezzacorona Cabernet Sauvignon 2006 (Italy)	839	750 ml	12	87241- 88105	\$4.99

Traditional red wine vinification at controlled temperature of around 25° C; briefly refine in wood, ruby red in color, intense bouquet, complex with vanilla notes characteristic of the refinement in wood, dry flavor, lightly tannic, full-body.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
370220	Mezzacorona Chardonnay 2007 (Italy)	639	750 ml	12	87241- 88103	\$3.99

Traditional vinification of white wine at controlled temperatures of around 18-20° C; straw-yellow in color, pleasant fragrance, fruity, fine, distinctive, dry flavor, harmonic, lightly aromatic.

It

March 3, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #023

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.

<u>Special Order Brand Code</u>	<u>Listed Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>March Retail</u>
968005	018006 (was OTO)	Buffalo Trace Kentucky Straight Bourbon	750 ml	\$27.95
967397	040276	Galens 151 Vodka	750 ml	\$16.95
971075	066800	Soho Lychee Liqueur	750 ml	\$20.95

March 17, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #031

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
004868	Dewar's White Label Scotch with Two Golf Balls On-Pack 6 on 6	101	1.75L	6	80480-23000	\$57.95
017958	Evan Williams Black Label Bourbon with 50 ml Honey Reserve On-Pack 6 on 6	151	1.75 L	6	96749-02114	\$33.45
019066	Jim Beam Bourbon with Kid Rock CD Offer On- Pack 6 on 12	151	750 ml	12	80686-00140	\$19.95
021206	Rebel Yell Bourbon with Shot Glass On-Pack 6 on 12	151	750 ml	12	88352-11794	\$16.95
027544	Red Stag Kentucky Straight Bourbon with Black Cherry with Kid Rock CD Offer On-Pack 12 on 12	199	750 ml	12	80686-00102	\$19.95
043028	Admiral Nelson Spiced Rum with Two 50 ml's On-Pack 3 on 6	320	1.75 L	6	88352-11526	\$27.95
043336	Captain Morgan Original Spiced Rum with 50 ml Lime Bite On-Pack	320	750 ml	12	87000-00271	\$19.95

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
027543	Red Stag Kentucky Straight Bourbon with Black Cherry	199	50 ml	120	80686-00101	\$1.00
033980	Absolut Berri Acai Vodka	265	50 ml	120	35229-00103	\$2.00

continued...

3) The following One-Time-Only (OTO) items are in the Distribution Center. These items are 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			
027100	Sazerac Rye Six Year Straight Rye Whiskey	181	750 ml	6	88004- 13994	\$29.95



Sazerac Rye Whiskey symbolizes the tradition and history of New Orleans dating back to the 1800's. Sazerac Rye Whiskey was used to make the original, first and only branded American Cocktail The Sazerac. Nose: Vanilla, clove, anise and pepper. Taste: Candied spices and citrus. Finish: Smooth, licorice and smoke pepper.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
027542	Rogue Dead Guy Whiskey	199	750 ml	12	95301- 14410	\$43.05



Established in 2003, Rogue Spirits creates award winning multi-ingredient small batch spirits, artisan distilled in traditional hand-crafted copper pot stills. No chemicals, additives or preservatives are used.

Dead Guy Whiskey is made with the same 4 grains that are used to make Dead Guy Ale since 1991. Northwest Harrington, Maier Munich, Klages, and Carastan malts; Free Range Coastal Water & Distiller's yeast. Dead guy whiskey Proof: 80

Tasting Notes: Delicately sweet with a rich malt complexity, opens up to a warm peppery finish.

4) The following new item is in the Distribution Center. 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
069636	Dr. McGillicuddy's Cherry Schnapps	485	750 ml	12	88004- 14822	\$16.45



Deep crimson color. Bright maraschino cherry aromas have a peppery edge and follow through on silky entry to a moderately sweet medium body with hints of marzipan and cherry cola. Finishes with a tangy, cherry fade. Good candied cherry flavor for mixing. Dr. McGillicuddy's Cherry Schnapps is a 30 PROOF beverage which is best served chilled.

continued...

5) The following items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
429968	Yellow Tail Sauvignon Blanc (Australia)	640	750 ml	12	31259-03235	\$3.99



Yellow Tail Sauvignon Blanc is pale straw in colour with vibrant citrus, passionfruit and fresh grassy scents on the nose and a tantalizing palate of limes, tropical fruit and green apples. The lengthy finish shows good depth of flavour with crisp, refreshing acidity.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
430013	Yellow Tail Pinot Grigio (Australia)	640	750 ml	12	31259-00971	\$3.99



Yellow Tail Pinot Grigio is delightfully fresh, zesty and elegant with lots of super-ripe concentrated fruit. This wine has lifted aromas of citrus fruits with delicate notes of green apples and pears. The palate displays flavours of pineapple with subtle floral characters and fresh acidity.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
429957	Yellow Tail Cabernet/Merlot (Australia)	840	750 ml	12	31259-01404	\$3.99



Yellow Tail Cabernet Merlot combines the blackberry aromas of the Cabernet Sauvignon with the ripe fruit flavours of the Merlot, creating a truly Australian blend of spice and sweetness.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
429980	Yellow Tail Riesling 2008 (Australia)	640	750 ml	12	31259- 01733	\$3.99



Yellow Tail Riesling immediately hits you with zesty lemon and lime aromas. This light, refreshing Riesling will leap from your glass and you may even catch a hint of orange blossom. Luscious and lively, bursting with fresh fruit and subtle cinnamon undertones, this wine is full of flavour.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
430008	Yellow Tail Shiraz/Grenache (Australia)	840	750 ml	12	31259- 01406	\$3.99



Yellow Tail Shiraz Grenache is packed with flavour. The peppery Shiraz jumps from the glass, complementing the upfront raspberry flavours of the Grenache. The two varieties come together in a balanced wine displaying earthy tones, lush raspberries and a touch of spice.

March 24, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #034

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.

<u>Special Order Brand Code</u>	<u>Listed Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>April Retail</u>
971781	067610	Luxardo Maraschino Liqueur	750 ml	\$30.70
972742	005286	Isle of Jura Single Malt 10 Year Scotch	750 ml	\$39.95
973580	019009	Jefferson's Kentucky Straight Bourbon	750 ml	\$32.95
973773	087635	El Zacatecano Blanco Mezcal	750 ml	\$41.95
973774	089456	El Zacatecano Reposado Mezcal	750 ml	\$44.95
973775	089455	El Zacatecano Anejo Mezcal	750 ml	\$53.95

2) The following closeout and OTO items will have an additional price reduction effective April 1, 2010. You will receive new shelf tickets for April.

001539 Bendistillery 4/pack 100 ml each, 400 ml
035099 Nemiroff Honey Pepper Flavored Vodka, 750 ml
090084 Cockburns Special Reserve Red Port, 750 ml
090090 Cockburns 10 Year Tawny Port-Portugal, 750 ml
253335 L Jadot Pouilly-Fuisse White Burgundy-France, 750 ml
353805 Campanile Pinot Grigio-Italy, 750 ml
411160 Gato Blanco Chardonnay-Chile, 750 ml
423150 Robert's Rock Chenin Blanc/Chardonnay-South Africa, 750 ml
469600 Gallo of Sonoma Cabernet Sauvignon, 750 ml
470520 Geyser Peak Merlot CA, 750 ml
517031 Fetzer Valley Oaks Merlot CA, 750 ml
617490 Simi Sauvignon Blanc 2007 CA, 750 ml
617603 Sonoma-Cutrer Sonoma Coast Chardonnay, 750 ml
633105 Trinchero Family Estates Chardonnay CA, 750 ml
729380 Rotari Talento Brut-Italy, 750 ml
788000 Kobai Plum Wine CA, 750 ml
901909 Canoe Ridge Riesling 2006 WA, 750 ml
901999 Corvidae 'Mirth' Chardonnay 2007 OR, 750 ml

continued...

3) The following brand has a NAME CHANGE. The brand code and UPC code remain the same. The April TPR shelf tickets have already been distributed so you will not receive a shelf ticket with the new name until July 1, 2010.

BRAND

<u>BRAND CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
900735	Hogue Cabernet/Merlot WA	Hogue Red Blend WA	750 ml

4) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

<u>BRAND CODE</u>	<u>DESCRIPTION</u>	<u>LIQUOR TYPE CODE #</u>	<u>SIZE</u>	<u>UNITS/ CASE</u>	<u>UPC #</u>	<u>RETAIL PRICE</u>
013115	8 Seconds Canadian	111	50 ml	72	83103-50506	\$2.25
069631	Dr. McGillicuddy's Cherry Schnapps	485	50 ml	120	88004-14826	\$1.50

5) The following One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

<u>BRAND CODE</u>	<u>DESCRIPTION</u>	<u>LIQUOR TYPE CODE #</u>	<u>SIZE</u>	<u>UNITS/ CASE</u>	<u>UPC #</u>	<u>RETAIL PRICE</u>
015820	Paddy Old Irish Whiskey	120	1 liter	12	80432-10659	\$34.95



Paddy whiskey is distilled three times and matured in oak casks for up to seven years. Paddy has a high malt content in its blend in comparison to other Irish whiskeys, this ensures that Paddy is 'One of the softest of all Ireland's whiskeys' (Jim Murray, International Whiskey Connoisseur).

continued...

6) 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
027116	Wild Turkey Rye Whiskey	181	750 ml	12	80432-55717	\$23.95



Smooth and richly colored, Wild Turkey Rye Whiskey is carefully crafted in the heart of Kentucky. The flavor at entry is laser-beam-focused, snug and concentrated; at midpalate, the flavor profile goes deeply cereal-like, almost honeyed, sherried and intense. Zesty, toffee sweet.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042732	Novo Fogo Cachaca Organic Sliver Rum	300	750 ml	6	52384-00200	\$29.95



The Novo Fogo Organic Silver Cachaca [kah-sha-sah] is handcrafted from USDA-certified sugar cane on the edge of Brazil's Atlantic Rainforest. It is distilled in tiny Pot Still batches and becomes very smooth after resting for one year in steel tanks. Your experience will start with lime blossom aromas, followed by the savory but slightly kicky taste of sweet red peppers, citrus, and sea salt. The natural cane origin revives cleanly in the finish. This spirit is the base for the caipirinha, but it also begs to be mixed with other fresh fruit, like strawberry, acai berry, passion fruit, or kiwi! The bottles are individually handcrafted from recycled glass by artisans in a glass shop in Curitiba, Brazil.

Tasting Notes

Appearance: clear

Nose: lime blossom, soap store on the beach

Palate: sweet red peppers, citrus, sea salt

Finish: clean, fresh cane, short

continued...

7) The following new item is in the Distribution Center. All A & B 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
067159	Ty Ku Liqueur	475	750 ml	6	36040-01825	\$31.95



TY KU is made with sake and soju, traditional Asian spirits. It blends a high alcohol content. It comes packaged in a unique bottle which illuminates when the bottle is lifted or poured. TY KU can be enjoyed alone or as the main ingredient in a cocktail. Smooth, potent.

8) The following items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
452500	Liberty School Cabernet Sauvignon (California)	864	750 ml	12	57891-70020	\$6.99



The 2007 Liberty School Cabernet Sauvignon offers up front aromas of ripe red fruit, followed by similar vibrant and rich berry flavors. Silky but firm tannins lend excellent structure, while maintaining a soft approachability reflective of Paso Robles Cabernet Sauvignon. The wine has a ripe finish with good length. Its fruit-driven style lends ease to food-pairing.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
480400	Liberty School Syrah (California)	899	750 ml	12	57891-79922	\$6.99



The 2007 Liberty School Syrah displays up-front ripe, fruit aromas. Full flavors of plum, cola nut and exotic spice lead to a hint of tobacco with a soft, pleasing grip on the finish. The wine has a robust mineral backbone with well integrated, silky tannins that lend structure and balance.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
552660	Liberty School Chardonnay (California)	666	750 ml	12	57891- 70021	\$6.99



Fruit-driven in style, the 2007 Chardonnay offers up-front aromas of green apple and citrus blossom typical of the variety. Bright flavors of citrus, pineapple, bosc pear, honey, and a subtle hint of toasted oak are balanced by a clean, crisp finish. A small amount of Viognier lends delicate floral notes.

9) The following repeat items are in the Distribution Center. These are a One-Time-Only (OTO) purchase. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
468070	Coppola Rosso (California)	859	750 ml	12	39958- 02310	\$4.99



Coppola Rosso Classic is made from a blend of red grape varieties. The supple texture & rich, juicy flavors of plum, cherries, mocha & strawberry jam make this wine a perfect accompaniment to any meal.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
566180	Coppola Bianco (California)	659	750 ml	12	39958- 02405	\$4.99



Coppola Bianco has intense floral aromas that mingle with cool melon & tropical fruit, & a light, crisp mouth-feel complemented by fresh peach, ripe pear & pink grapefruit flavors.

continued...

10) The following new item is in the Distribution Center. It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
629305	Sutter Home Moscato (California)	699	1.5 L	6	85200- 00062	\$8.99



Moscato: Something about the sweet, creamy, peach flavor makes you feel like maybe it shouldn't pair with dessert so much as replace it. Extravagantly perfumed, with beautiful scents of white peaches, rose, and lichee. Well-balanced with good acidity and a lingering finish of sweet and creamy peach and honeydew melon flavors. Light-bodied to enjoy as an aperitif or pair with fruit, light cheeses, sorbets (strawberry, peach, pear, or apple). And other light desserts.

It

March 31, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #037

1) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034141	Belvedere Citrus Vodka	265	50 ml	60	87116- 06999	\$2.75

2) The following One-Time-Only (OTO) item is in the Distribution Center. All A & B stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
067066	Ty Ku Liqueur	475	50 ml	72	36040- 01826	\$3.00

3) The following One-Time-Only (OTO) item is in the Distribution Center. Selected stores will receive one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089691	Partida Anejo Tequila	499	50 ml	30	01530- 51550	\$7.00

4) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
044511	Cruzan Light Rum	325	50 ml	120	80686- 96762	\$1.00

continued...

5) The following new item is in the Distribution Center. This 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
038085	Platinum 7X Vodka Traveler	285	750 ml	12	88004-01275	\$12.95

6) The following new wine is in the Distribution Center. This wine will be part of the core set for wine. All A, B & C stores should order one case of this item. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
633784	Fetzer Valley Oaks Chardonnay (California)	666	750 ml	12	82896-06938	\$6.99



Valley Oaks Chardonnay is characteristically golden straw in color, with aromas of tropical fruit like mango, pineapple, banana, ripe Kiwi and honeydew melon alongside notes of cinnamon, vanilla bean, lemon grass with hints of hazel nut and cloves. The wine is crafted to be fruit-forward, medium weight, with crisp citrus and lingering melon, pear and crème fraiche flavors. The balanced mouthfeel leads to a wonderfully lingering finish. You'll never be disappointed with this Chardonnay: it's like saying hello to an old friend.

April 7, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #040

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
037986	Skyy Vodka with Sex & The City Label (12 on 12)	285	750 ml	12	21059- 00750	\$19.95

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041088	Firefly Peach Sweet Tea Vodka	290	50 ml	60	97291- 00048	\$1.75
041089	Firefly Raspberry Sweet Tea Vodka	290	50 ml	60	97291- 00063	\$1.75
041120	Firefly Lemon Sweet Tea Vodka	290	50 ml	60	97291- 00083	\$1.75
035493	Pinnacle Cherry Lemonade Flavored Vodka	265	50 ml	48	89708- 46174	\$1.25

3) The following One-Time-Only (OTO) item is in the Distribution Center. All A & B stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
010831	Crown Royal Black Canadian	110	50 ml	60	82000- 00272	\$2.25

continued...

4) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
031471	New Amsterdam Gin	225	50 ml	120	85000-00402	\$1.25
089830	Sauza Hornitos Anejo Tequila	499	50 ml	120	80686-83539	\$1.25

5) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
002504	Tarantula Azul & Margarita Mix Co-Pack	020	750 ml	6	85592-12004	\$21.95

6) 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
018006	Buffalo Trace Kentucky Straight Bourbon	151	750 ml	12	80244-00923	\$27.95



Light bronze in color with streaks of gold, Buffalo Trace Kentucky Straight Bourbon Whiskey bears a complex aroma of vanilla, mint, and molasses. Its taste is pleasantly sweet and contains notes of brown sugar and spice that give way to oak and leather. The long and dry finish has significant depth. When enjoyed with water, flavors of toffee, dark fruit and anise are revealed.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
040826	Skyy Infusions Ginger Vodka	290	750 ml	12	21059-76750	\$19.95



SKYY Infusions Ginger is crafted using a signature infusion process, where premium vodka is carefully infused with real ginger for an irresistibly fresh, sweet taste. One sip reveals the delicious flavors of spiced and juiced ginger, roasted oranges and mild notes of cinnamon. SKYY Infusions Ginger can be mixed with ingredients like 7UP®, cola or soda water for something easy and delicious. And, for the ultimate sweet ginger experience, pair SKYY Infusions Ginger with classic ginger ale.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
889022	Master of Mixes Pina Colada Mix	999	1.75 L	6	70491-20703	\$6.29



Master of Mixes Pina Colada is an ultra-creamy blend of natural Dominican coconuts and real coconut milk with a refreshing splash of pineapple juice.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
889032	Master of Mixes Sweet 'n' Sour Mix	999	1.75 L	6	70491-20203	\$6.29



A blend of lemon & lime juice with essential oils & simple syrup created home bartenders a balanced Sweet & Sour Mix.

continued...

7) The following new item is in the Distribution Center. All A & B 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
010836	Crown Royal Black Canadian	110	750 ml	12	82000- 75043	\$34.95



Color: Dark red-brown, Nose: Deeper oak background with sweet maple notes and light vanilla towards the finish. Taste: A creamy profile as well within the Crown Royal family and 'velvety', which is a pleasant surprise at a higher proof. Overall profile exhibits some subtle dried fruit notes, mainly fig. Finish: Deeper bourbon notes and smooth at a higher proof.

8) The following items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
508100	Smoking Loon Cabernet Sauvignon 2007 (California)	864	750 ml	12	17444- 00070	\$3.99



Aromas of raspberry, dark plum, and fresh oregano frame this Cabernet's soft fruit with a light herbaceousness. Showing great varietal character on the palate, flavors of blackberry and red currant are closely followed by toasty French oak and a nuance of molasses on the mid-palate, adding weight and depth. Finishing with lingering crushed red berry and savory notes, the light tannins on the back end open up a variety of food pairing options. All together, the rich mouthfeel and fine structure creates balance in this wine that connoisseurs and novices alike will enjoy. Serve a pot roast with stewed winter vegetables with this wine, or try a wild mushroom pizza with thyme and goat cheese to pair with the full and varied flavors in our Smoking Loon Cabernet Sauvignon.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
508105	Smoking Loon Merlot 2007 (California)	885	750 ml	12	17444-00072	\$3.99



This Merlot is dark garnet in color and has aromas of fresh basil, blueberries, and Bing cherries. With good richness without being too heavy on the palate, the flavors of fresh cherry pie, sweet plum, and soft cinnamon spiked cranberry dressing finishing with notes of rich, vanilla French oak and delicate cherry and strawberry flavors.

This wine is packed with flavor yet still has a delicate body. This is a versatile wine that can be served with bruschetta over toasted French bread or cherry preserves over Brie served with water crackers as an appetizer. You could serve this wine with salmon over wild rice with toasted almonds, grilled chicken on top of a spinach salad with walnuts and dried cranberries, or thyme roasted pork chops over mashers.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
508120	Smoking Loon Petite Sirah 2007 (California)	888	750 ml	12	17444-00080	\$3.99



Beginning with the classic inky-dark color of Petite Sirah, this wine unfolds with aromas of ripe crushed berries and an appealing black raspberry component. Big and bold, our Smoking Loon Petite Sirah comes through strongly with blackberry and red raspberry on the palate, backed by dutch cocoa and spice. The finish has an earthy edge, partly from the skillfully integrated Marchive French oak, a high-quality French oak that lends rich complexity without overwhelming the other flavors. The wine opens beautifully in the glass, revealing hints of cassis, cherry, and a gamy quality from a small percentage of Sirah blended in. A powerful and well-balanced wine, this Petite Sirah is a perfect fit in the Smoking Loon family.

Our winemaker would pair this wine with pork chops, grilled peaches and shaved Manchego cheese with an arugula salad, or enjoy it

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
617570	Smoking Loon Chardonnay 2008 (California)	666	750 ml	12	17444-00076	\$3.99



Behind the light straw color are aromas of sweet spring flowers, green tea, and a touch of fresh pineapple. The palate is framed by flavors of lemon meringue, fresh papaya, limestone, and subtle nuances of clove finishing with nectarine and light vanilla oak tones.

This Chardonnay pairs well with scallops over spring greens with a fresh Meyer lemon vinaigrette. Try this wine also with your favorite appetizers such as baked Brie topped with mango preserves or even mixed seafood ceviche served alongside a basket of tortilla chips.

continued...

9) The following new regular listed wines are in the Distribution Center. These wines will be part of the core set for wine. All A & B stores will automatically be forced out 1 case.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
513505	Sutter Home Merlot (California)	885	1.5 L	6	85200-00054	\$8.99



This medium-bodied Merlot reveals a fresh, black cherry aroma, with hints of tobacco and herbal spice. With a smooth texture and moderate tannins, it boasts attractive, smoky, black cherry and spice flavors, excellent structure, and a long, rich finish. Pairs with a wide range of foods, especially chicken, beef, lamb, game, and tomato-based pastas.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
517031	Fetzer Valley Oaks Merlot (California)	885	750 ml	12	82896-75790	\$5.99



In the 1990s, Merlot burst onto the red wine scene and started taking over wine lists with a vengeance. Originally used as a main component in red wine blends, Merlot's smooth, balanced and less harsh qualities made it a popular alternative to Cabernet Sauvignon. Because it has fewer tannins, Merlot is best enjoyed right away, rather than aged. Those who enjoy flavors like honey, mint, plum, black cherry and orange will find Merlot a very satisfying wine.

April 15, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #043

1) The following wine was a closeout (C) but has been relisted. It is on TPR in May and June. Please make a TPR shelf ticket with the following information for May and June.

517031, Fetzer Valley Oaks Merlot CA, 750 ml
Regular Retail - \$9.99
TPR Retail - \$5.99
Savings - \$4.00

2) The following item is a new wine and is on TPR in April, May and June. Please make a TPR shelf ticket with the following information.

513505, Sutter Home Merlot CA, 1.5 liter
Regular Retail - \$11.99
TPR Retail - \$8.99
Savings - \$3.00

3) The following brand has a NAME CHANGE only. The brand code and UPC code remain the same. You will receive a shelf ticket with the new name effective May 1, 2010.

BRAND

<u>CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
063513	Sauza Original Margarita in Box	Sauza Margarita Cocktail Cube	1.75 liter

4) The following brand has a NAME CHANGE. The brand code remains the same and there will be a new UPC code. You will receive a shelf ticket with the new name and UPC code effective May 1, 2010.

BRAND

<u>CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
069666	Dr. McGillicuddy's French Kiss Vanilla Schnapps	Dr. McGillicuddy's Vanilla Schnapps New UPC: 88004-14464	750 ml

5) The following brands have been closed out or discontinued for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout and discontinued shelf tickets will be sent to you effective May 1, 2010.

Reason:

004948	Glen Garioch Single Malt 8 Year Scotch, 750 ml	Discontinued by Supplier
884072	Daily's Sweet & Sour Mix, 1.75 liter	Discontinued by Supplier
901208	Salmon Harbor Merlot WA, 750 ml	Discontinued by Supplier
901863	Dusted Valley Chardonnay 2006 WA, 750 ml	Discontinued by Supplier

continued...

6) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040825	Sky Infusions Ginger Vodka	290	50 ml	72	21059-76050	\$1.50

7) The following One-Time-Only (OTO) items are in the Distribution Center. These items are 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
002599	Remy Martin VSOP with 50 ml XO attached	020	800 ml	12	87236-00154	\$44.95
022219	Woodford Reserve Straight Bourbon Derby 2010	151	1 L	6	81128-02228	\$47.95

8) The following repeat One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042791	Tommy Bahama White Sand White Rum	300	50 ml	60	83089-80010	\$2.50

9) 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
020256	Old Crow Reserve Kentucky Straight Bourbon	151	750 ml	12	80686-50701	\$13.95



Opens sweet, with balanced vanilla and caramel flavor, finishes with a smooth oak wood flavor.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040276	Galen's 151 Vodka	275	750 ml	12	81932- 04245	\$16.95



This vodka is charcoal filtered 151 proof made from neutral grain spirits

April 21, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #045

1) 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 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 code to the listed brand code.

Special Order	Listed			
Brand Code	Brand Code	Description	Size	Retail
973391	022158	Wild Turkey 8 Year Bourbon (101 Proof)	1.75 L	\$47.95

2) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
003128	Jagermeister Herb Liqueur with Flask	020	375 ml	12	83089-66093	\$14.95

3) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
010634	Canadian Club 10 Year Reserve Canadian	110	50 ml	120	80686-82290	\$1.50
019021	Jim Beam Black 8 Year Bourbon	151	50 ml	120	80686-03490	\$1.75

continued...

4) The following new item is in the Distribution Center. 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
066800	So Lychee Liqueur	449	750 ml	6	80432- 31667	\$20.95



This fruit originating from tropical Asia, with its delicate, white and very fragrant flesh, reveals a flavour that is both fresh and sweet, inspired by oriental aromas.

Lychees, also known as lychee nuts, are actually fruits with a thin, brittle, red skin that peels off to reveal a grape-like flesh surrounding a smooth brown pit. Their heart-like shape may be why they have been revered as a symbol of love and romance for centuries in Asia, where they are indigenous.

5) The following repeat One-Time-Only (OTO) item is in the Distribution Center. There are 448 cases available in the Distribution Center. There is an additional 448 cases on order. Please order if you have an adequate customer base to support sales of this product.

Shelf talkers are available on Purchasing's intranet home page [Barnard Griffin Pinot Gris 2008 Shelf Talkers](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
901628	Barnard Griffin Pinot Gris 2008 (Washington)	669	750 ml	12	96925- 00302	April \$9.99 May \$4.99



Impressive for its floral, attractive aromatics and intense. Concentrated pear and tangerine flavors. Crisp, dry, refreshing and food friendly. Just in time for spring and summer get-together on the deck or by the pool!

April 28, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #047

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
042666	Mount Gay Eclipse Rum with Neoprene Koozie On-Pack 6 on 12	305	750 ml	12	87236- 95003	\$23.95
068846	Saint Brendan's Irish Cream Liqueur with 50 ml Caffe Lolita On-Pack 12 on 12	425	750 ml	12	88352- 10726	\$15.45

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035175	Vikingfjord Citrus Vodka	265	50 ml	96	28704- 00520	\$1.50
019221	Knob Creek 9 Year 100 Proof Bourbon	151	50 ml	60	80686- 01690	\$2.50

continued...

3) The following Summer Spirit Promotion One-Time-Only (OTO) items have inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only. Limited quantities remain.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001021	Glenlivet Single Malt Scotch 12 Year with Two Glasses	015	750 ml	6	80432- 90085	\$42.95
002605	Tommy Bahama White Sand Rum with Picnic Set	020	1.75 L	3	83089- 80018	\$49.95
002606	Tommy Bahama White Sand Rum with Tiki Cup	020	750 ml	6	83089- 80024	\$19.95
003613	Corazon Blanco Tequila with shaker & Glass	020	750 ml	6	83089- 70023	\$34.95
203580	Master of Mixes Big Bucket Strawberry Margarita Daiquiri	999	3 L	6	70491- 10293	\$7.99

4) The following new item is in the Distribution Center. This 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
889005	Master of Mixes Bloody Mary Mix	999	1.75 L	6	70491- 20903	\$6.29

5) The following new item is in the Distribution Center. This is a size extension and all A & B 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
089268	El Jimador Reposado Tequila	499	1.75 L	6	44607- 04980	\$43.95

continued...

6) 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
035176	Vikingfjord Citrus Vodka	265	750 ml	12	28704-07520	\$14.95



Clear. Bright honeyed lemon drop aromas follow through soft, smooth entry to a dry-yet-fruity light-to-medium body with excellent depth and round balanced texture. Finishes with a gentle, lemon sorbet and delicate pepper and mineral fade. Very smooth and elegant.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
073702	Evan Williams Honey Reserve Liqueur	401	750 ml	12	96749-02180	\$16.95



Evan Williams Honey Reserve Kentucky Liqueur is a new product that marries extra-aged Evan Williams Bourbon with real, natural honey. Bottled at 70 proof.

7) The following new item is in the Distribution Center. All A & B 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
005286	Isle of Jura Single Malt 10 Year Scotch	100	750 ml	6	87647-08142	\$39.95



Color - Amber with pale gold highlights. Nose - Medium-bodied, fresh and delicately peated with a rich touch of fresh greenness to the peat and a slight toffee note. Palate - Quite big-bodied, rich, warm & round with quite a solid fresh peatiness. Finish - Long, rich, round & quite fresh with a nice belt of peat on the tail.

8) The following new item is in the Distribution Center. All A & B 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
067610	Luxardo Maraschino Liqueur	460	750 ml	12	86891- 02623	\$30.70



Luxardo still produces this liqueur according to the original formula used by Girolamo Luxardo in 1821. Distilled from Marasca Cherries specially selected from the Luxardo Plantations, Luxardo Maraschino is carefully aged in special vats of Finnish ash wood. Luxardo Maraschino is a specialty known and appreciated around the world.

Dry and peppery, with hints of pistachio in the aromas, this liqueur has a big buttery body and a palate that bursts with flavor-nuts, candied violets, sweet butter, and rock candy are all there, and nicely balanced with a paraffin note. The finish is long and warm. This is a very sophisticated bottling, and an essential ingredient in many cocktails such as the Crusta, a drink made like a sour that calls for maraschino liqueur instead of sugar or simple syrup.

9) The following new items are in the Distribution Center. All A 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
089455	El Zacatecano Anejo Mezcal	499	750 ml	12	50981- 00202	\$53.95



Body: Full body, high viscosity. Generous and creamy. Aroma: Aromas of stewed Agave, butter, delicate herbs and olive tones, dried fruit aromas, nuts, hazelnut, coffee, chocolate and tobacco aromas are created during its resting time in white oak casks. Visual: Copper sparkles and intense dark amber color. Taste: With silkiness, its first impressions are reminiscent of velvet; the pleasant subtle flavors fill the palate, liberating the nuts, hazelnut and vanilla flavors. Of great permanency and a pristine finish.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
089456	El Zacatecano Reposado Mezcal	499	750 ml	12	50981-00201	\$44.95



Body: Generous, silky and oily. Visual: Yellow straw highlights, with golden shades of sunshine. Aroma: Herbs and spices; Rosemary and mint, cooked Agave, delicate with light tones of green olives. Distinguished, elegant style with fine tones that whisper of its time in the white oak casks; vanilla, caramel and subtle hints of almonds. Taste: Powerful, intense flavor, leaving a stream of herbs and spices on the tongue. Cooked Agave with tones of anise and subtle remnants of white oak in the finish.

10) The following items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products. Due to limited case quantities available please limit your order to one (1) case.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
902075	Murphy-Goode Chardonnay 2007 (California)	666	750 ml	12	83722-88002	\$4.99



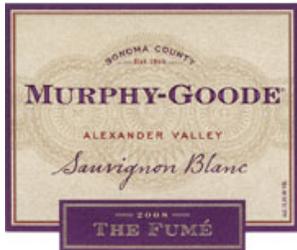
Aromas and flavors of Asian pear and Macintosh apple define 2007 Sonoma County Chardonnay. This wine was fermented in both oak barrels to enhance the creamy texture and stainless steel to highlight the fruit and retain the balance and structure. It's delicious all by itself or versatile on the table.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
902076	Murphy-Goode Fume Blanc 2008 (California)	693	750 ml	12	83722-88006	\$4.99



The 2008 vintage boasts flavors and aromas of citrus and tropical fruits expressed over a bright, yet rich mouthfeel. The wine was predominately fermented in stainless steel to retain the fruit aromatics and a portion was barrel fermented to increase the texture of the wine. A clone of Sauvignon Blanc called Sauvignon Musqué to add a hint of orange blossom and tangerine. The Fumé will pair great with food, but is also great for relaxing poolside. A round, yet vibrant wine, the Fumé goes down easy with oysters on the half-shell by the dozen.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902077	Murphy-Goode Cabernet Sauvignon 2007 (California)	864	750 ml	12	83722- 87004	\$4.99



Alexander Valley Cabernet Sauvignon is a blend of 97% Cabernet Sauvignon, 2% Petit Verdot, and 1% Malbec. It's a wine that packs a punch, exhibiting flavors of blackberry, black cherry, vanilla and thyme with an oak profile of vanilla and toasted nuts. Its soft, rich tannins make it a very approachable wine that is ready to drink now but equally suitable for hanging onto for years. Pairs great with any kind of meat.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902078	Murphy-Goode Merlot 2007 (California)	885	750 ml	12	83722- 87003	\$4.99



Murphy Goode achieves considerable complexity of aroma and depth of flavor in this Alexander Valley Merlot through selection from several different vineyard sources. The steep hillside estates of Murphy Ranch and Robert Young Vineyards, in the heart of Alexander Valley provide the wine's core of black fruit components, while vineyards on the bench-land in the southern part of the Alexander Valley add spice and further complexity.

May 5, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #051

1) The following Summer Spirit Promotion One-Time-Only (OTO) items have inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only. Limited quantities remain.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
002756	Southern Comfort Liqueur with Mason Jars	035	1.75 L	6	88544- 21788	\$39.95
003637	Cuervo Especial Tequila with Margarita Mix	020	750 ml	6	82000- 74943	\$20.95
203575	Master of Mixes Big Bucket Margarita	999	3.00 L	6	70491- 04023	\$7.99
056830	Bacardi Party Drink Mai Tai	398	1.75 L	6	80480- 80628	\$18.95

2) The following repeat One-Time-Only (OTO) item is in the Distribution Center. Selected stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, 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	1.75 L	6	85592- 13371	\$41.95

3) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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
000950	Jack Daniel's Black with Two Glasses	035	375 ml	12	82184- 23413	\$14.95

4) The following new item is in the Distribution Center. 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
063509	Sauza Strawberry Cocktail Cube	398	1.75 L	6	80686- 85005	\$19.95

Made with Sauza Tequila and Premium Triple Sec. Ready to pour over ice. New optimized Cocktail Cube design sleek, sophisticated but also refreshing, inviting & delicious.

It

May 12, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #053

1) The following Summer Spirit Promotion One-Time-Only (OTO) items have inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only. Limited quantities remain.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001536	Absolut Citrus Mandrin One liter each Two Pack	010	2.00 L	6	80432- 10669	\$49.95
001654	Malibu By U Rum with Markers	020	750 ml	12	89540- 51031	\$16.95
063352	Smirnoff Tuscan Lemonade	398	1.75 L	6	82000- 74352	\$26.95
058801	Captain Morgan Long Island Iced Tea	396	1.75 L	6	82000- 74350	\$26.95

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
043126	Bacardi Light Dry Rum with 50 ml Bacardi Torched Cherry Rum On-Pack 12 on 12	300	750 ml	12	80480- 01540	\$16.95
043128	Bacardi Light Dry Rum with Mojito Muddler On-Pack 6 on 6	300	1.75 L	6	80480- 01520	\$32.95
087396	Corzo Silver Tequila with Pourer On-Pack 12 on 12	498	750 ml	6	80480- 17151	\$49.95

continued...

3) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001337	Absolut Flavored Vodka Mini Bar 50 ml Five Pack	010	250 ml	24	80432-10667	\$4.95

4) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
027016	Rittenhouse Rye Bonded Whiskey	180	750 ml	12	96749-70275	\$22.10

5) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
003136	Jagermeister with T Shirt Gift Pack	020	750 ml	12	83089-66095	\$23.95
003667	Herradura Silver Tequila with Glasses	015	750 ml	6	44607-05056	\$41.95

6) The following new item is in the Distribution Center. 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
035626	Pinnacle Whipped Cream Flavored Vodka	265	750 ml	12	89708-46070	\$15.95



This is a unique flavor in the vodka category. Ultra smooth, extremely mixable.

Whipsaw

2 oz. Pinnacle Whipped Cream Flavored Vodka

4 oz. Jagermeister

Served in a glass filled with ice and garnished with a cherry.

7) The following new item is in the Distribution Center. All A & B 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
019009	Jefferson's Kentucky Straight Bourbon	151	750 ml	6	55709- 00030	\$32.95



This very small batch, handcrafted bourbon has been aged in the heart of metal clad warehouses to accentuate the extreme temperatures that Kentucky is blessed with, forcing the bourbon to expand deep into the barrel and pull out the prevalent flavors of the wood. These flavors of vanilla, caramel and assorted fruits assure an incredibly smooth taste and finish.

It

May 19, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #055

1) 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 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 code to the listed brand code.

Special Order	Listed			
<u>Brand Code</u>	<u>Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>Retail</u>
973391	022158	Wild Turkey 8 Year Bourbon (101 Proof)	1.75 L	\$47.95

2) The following item is a new wine and is on TPR in May and June. Please make a TPR shelf ticket with the following information.

557124, Columbia Crest Pinot Grigio Two Vines, 750 ml
Regular Retail - \$8.26
TPR Retail - \$6.95
Savings - \$1.31

3) Brand code 092674, O'Mara's Irish Country Cream-Wine Base, 750 ml, is on TPR in June. You will not receive a TPR ticket for June. Please make a June TPR shelf ticket for this item. The June Price List, TPR List and Bills of Lading are correct.

092674, O'Mara's Irish Country Cream -Wine Base, 750 ml
Regular Retail - \$9.99
TPR Retail - \$8.49
Savings - \$1.50

4) The following brand has a NAME CHANGE. The brand code and UPC code remain the same. You will not receive a shelf ticket with the new name until July 1, 2010.

<u>BRAND</u>			
<u>CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
450760	Canoe Ridge Red Table Wine WA	Canoe Ridge Cherry Street Red Table WA	750 ml

5) The following brand has been closed out for the following reason. Once stock is depleted from the Distribution Center, it will no longer be available. A closeout shelf ticket will be sent to you effective June 1, 2010.

Reason:

034978 Jean Marc XO Vodka, 750 ml One-Time-Only

continued...

6) The following Summer Spirit Promotion One-Time-Only (OTO) items have inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only. Limited quantities remain.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001025	Glenmorangie Scotch with 50 ml Lasanta Glass	020	750 ml	6	81753-81600	\$39.95
003622	Milagro Silver Tequila with 375 ml Nectar	020	750 ml	6	83664-87027	\$33.95
003679	Patron Silver with Ice Bucket	020	1.75 L	3	21733-00118	\$109.95
003681	Sauza Cien Anos Gold Tequila with Glasses	015	750 ml	6	80686-83310	\$19.95
056827	Bacardi Classic Mojito Cocktail	398	750 ml	12	80480-01517	\$10.95

7) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042022	Appleton Estate Reserve Rum	300	50 ml	120	36191-11000	\$2.75

8) The following One-Time-Only (OTO) item is in the Distribution Center. Selected stores will receive one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042001	Appleton Estate V/X Jamaica Rum	300	50 ml	120	36191-00300	\$2.00

continued...

9) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
003390	Tuaca Liqueur with Four Glasses & Pouch	020	750 ml	6	83300-23636	\$28.95
077074	Southern Comfort Hurricane RTP	401	1.75 L	6	88544-03851	\$22.95
077076	Southern Comfort Sweet Tea RTP	401	1.75 L	6	88544-03852	\$22.95

10) The following new “seasonal” craft beers from Pyramid and Deschutes are available to order in the Distribution Center. Quantities are limited. Please order in full cases only. You are encouraged to keep the beer stocked until it’s gone.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929545	Pyramid Curve Ball Blonde Ale Seasonal Craft Beer Six Pack	097	355 ml	24	76420-91108	\$8.94/6pk Or \$1.49 each



Our deceptively drinkable golden summer seasonal is a crisp, clean-tasting, cold lagered ale. This frosty thirst quencher is the perfect accompaniment to summer adventures. Pairings: Seafood and Grilled Brat.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929550	Deschutes Twilight Ale Seasonal Craft Beer Six Pack	097	355 ml	24	63176-80001	\$7.98/6pk Or \$1.33 each



The top’s down. The burgers are grilling. The shadows are long. The days stretch late into the evening. Summer has its own rules and, at Deschutes, its own beer. We brew Twilight Ale to be a lighter, but full-flavored ale with a balanced malt profile and a harmonious blend of four hops. Then a final heady dose of bold Amarillos creates a distinctive finish. We took Twilight as a challenge. The chance to prove that light doesn’t mean boring. Some beers go perfectly with foods, this one pairs with lawn chairs, bare feet and life kicked-back. Best enjoyed chilled and served outside.

May 26, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #060

1) The following new item is in the Distribution Center. 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
041938	360 Mandarin Orange Vodka	290	750 ml	12	85592- 13845	\$19.95

The vodka in every bottle of 360 is quadruple distilled through a highly energy efficient process, with every bushel of grain being fully utilized and nothing going to waste. 360 is also five times filtered and produced at a facility that has improved its eco-footprint measurable over the past five years. 360 Mandarin Orange has a refreshingly light and crisp taste that echoes the natural zest of the fruit.

2) The following new item is in the Distribution Center. This is a size extension and all A & B 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
087410	Jose Cuervo Especial Silver Tequila	498	1.75 L	6	82000- 74375	\$44.95

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June 2, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #062

1) The following Summer Spirit Promotion One-Time-Only items have inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001343	Goslings Black Rum with Ginger Beer	20	750 ml	6	36040- 50387	\$19.95
001530	Tanqueray Gin and Tonic	20	750 ml	6	88076- 17625	\$24.95
001656	Captain Morgan Spiced Rum with Cola	20	1.75 L	3	82000- 74945	\$37.95
001733	Appleton Estate Reserve with 2 Glasses	15	750 ml	6	84692- 15750	\$29.95
002363	Leblon Cachaca with Muddler	20	750 ml	6	36040- 01893	\$26.95

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
040911	Smirnoff Dark Roasted Espresso Vodka	290	50 ml	120	82000- 00262	\$1.50
035625	Pinnacle Whipped Cream Flavored Vodka	265	50 ml	48	89708- 46076	\$1.25
041018	360 Double Chocolate Vodka	290	50 ml	60	85592- 13858	\$2.00
041937	360 Mandarin Orange Vodka	290	50 ml	60	85592- 13848	\$2.00

continued...

3) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
003554	1800 Reposado Tequila with Margarita Mix	20	750 ml	6	21059-22754	\$29.95
005756	Woodford Reserve Straight Bourbon with Stopper	40	750 ml	6	81128-23749	\$36.95
002692	Southern Comfort with Two Glasses	35	750 ml	12	88544-24845	\$19.95
027543	Red Stag Kentucky Straight Bourbon infused with Black Cherry	199	50 ml	120	80686-00101	\$1.00

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
040912	Smirnoff Dark Roasted Espresso Vodka	290	750 ml	12	82000-74956	\$19.95



This is 100 proof vodka, sweetened and fairly light coffee infusion that will be familiar to anyone who's had a coffee-flavored vodka.

043197	Bacardi Torched Cherry Rum	345	750 ml	12	80480-00098	\$18.95
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Flavored rum imported from Puerto Rico. Bacardi Torched Cherry is an infusion of 'Torched Plant Aloe' and Barbados Cherries. Torched Plant Aloe, also known as the 'Lace Aloe,' is a specific species of aloe indigenous to South America (and not some sort of burned plant as its name might imply). Mix 1 part Bacardi Torched Cherry with 3 parts of cola in a tall glass over ice for an adult version of a 'Cherry Coke.' Or, mix 1 part Torched Cherry with 3 parts of lemonade for a refreshing summer drink.

continued...

041019 360 Double Chocolate Vodka 290 750 ml 12 85592- \$19.95
13855



The vodka in every bottle of 360 is quadruple distilled through a highly energy efficient process, with every bushel of grain being fully utilized and nothing going to waste. 360 is also five times filtered and produced at a facility that has improved its eco-footprint measurable over the past five years. This pairs smooth 360 Vodka with a double dose of rich and creamy chocolate flavor.

5) The following new size extension item is in the Distribution Center. 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
005483	The Macallan Single Highland Malt 12 year Scotch	100	1.75 L	6	87236- 10061	\$99.95

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June 9, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #065

1) The following Summer Spirit Promotion One-Time-Only items have inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003596	Aha Toro Tri-Pack (Anejo, Blanco, Reposado)	010	1.125 L	4	03007-19433	\$77.25
019560	Maker's Mark Red/White/Blue Three Pack	030	1.125 L	4	85246-50009	\$34.95

2) The following One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. This item is limited to 10 cases per outlet. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001408	Crown Royal Canadian with 50ml Crown Royal Black	020	800 ml	12	82000-75244	\$29.95

3) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
001532	Bombay Sapphire Gin with Pitcher	020	750 ml	6	80480-00115	\$26.95

4) The following new item is in the Distribution Center. This is a size extension and all A & B 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
022158	Wild Turkey Eight Year Bourbon	151	1.75 L	6	80432-55518	\$47.95

continued...

5) The following new item is in the Distribution Center. 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
037111	Bacardi Classic Pina Colada Cocktail	398	1.75 L	6	80480-00108	\$24.95



Bacardi launched a new cocktail addition to its ready-to-drink portfolio. Bacardi Classic Cocktail Pina Colada hand-shaken and ready to pour and serve. This premium pre-mixed cocktail is made with Bacardi Superior Rum and natural flavors. Packaged in 750 ml glass bottles featuring clean applied ceramic labeling.

6) The following new “seasonal” craft beer is from Redhook and is available to order from the Distribution Center. Quantities are limited. Please order in full cases only. You are encouraged to keep the beer stocked until it’s gone.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929549	Redhook Rope Swing Seasonal Craft Beer Six Pack	097	355 ml	24	21242-00004	\$7.68/6pk Or \$1.28 each



“Rope Swing is a traditionally brewed Pilsner beer. As a style, Pilsners are typically the go-to beer for warm weather sessions. Rope Swing’s maltiness is offset by a medium dose of hops and finished with a clean, bright, thirst-quenching quality.”

Alcohol By Volume: 12.7

June 16, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #067

1) For the month of July 2010 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.

2) The following brand has a NAME CHANGE. The brand code and UPC code remain the same. You will receive a shelf ticket with the new name effective July 1, 2010.

BRAND

<u>CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
221000	B & G Merlot-FR	B & G Reserve Merlot-FR	750 ml

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	Retail
967279	034031	Absolut Citron Sweden Vodka	50 ml	\$2.00
972118	041336	Burnett's Orange Vodka	750 ml	\$12.45
973400	034122	Crystal Head Vodka (was OTO)	750 ml	\$53.95
973563	089208	1800 Reposado Tequila	1.75 L	\$49.95

4) The following brands have been closed out or discontinued for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout and discontinued shelf tickets will be sent to you effective July 1, 2010.

Reason:

035239	Three Olives Triple Shot Espresso Vodka, 750 ml	Low Sales
041510	Hangar One Mandarin Blossom Vodka, 750 ml	Low Sales
041516	Hangar One Kaffir Lime Vodka, 750 ml	Low Sales
042606	Lemon Hart Demerara 151 Proof Rum, 750 ml	Discontinued by Supplier
042790	Mount Gay Eclipse Silver Rum, 750 ml	Low Sales
043232	Captain Morgan Parrot Bay Key Lime Rum, 750 ml	Low Sales
063850	TGI Fridays Passion Mojito Cocktail, 750 ml	Low Sales
064775	Cointreau Noir Orange Liqueur, 750 ml	Low Sales
067686	Heering Cherry Liqueur, 750 ml	Low Sales
068043	Bailey's Coffee Irish Cream Liqueur, 750 ml	Low Sales
069866	Par-D-Schatz Herb Liqueur, 750 ml	Low Sales
088303	Partida Blanco Tequila, 750 ml	Low Sales
089690	Partida Anejo Tequila, 750 ml	Low Sales
090332	Grahams LBV Port-Portugal, 750 ml	Low Sales

095736	Gallo Fairbanks Cocktail Dry Sherry, 1.5 liter	Low Sales
331046	Turning Leaf Reserve Pinot Noir, 750 ml	Low Sales
355050	Casarsa Cabernet/Merlot-Italy, 1.5 liter	Low Sales
355052	Casarsa Cabernet Sauvignon-Italy, 1.5 liter	Low Sales
355057	Casarsa Merlot-Italy, 1.5 liter	Low Sales
402875	Black Swan Shiraz-Australia, 750 ml	Low Sales
410388	Fauna Sauvignon Blanc-Chile, 750 ml	Low Sales
411162	Gato Blanco Chardonnay-Chile, 1.5 liter	Low Sales
429580	Walnut Crest Chardonnay-Chile, 750 ml	Low Sales
429976	Yellow Tail Pinot Noir-Australia, 750 ml	Low Sales
445876	Beringer Third Century Pinot Noir, 750 ml	Low Sales
458867	Covey Run Winemakers Collection Syrah WA, 750 ml	Low Sales
460353	Corbett Canyon CA Cabernet Sauvignon, 1.5 liter	Low Sales
468858	Glen Ellen Merlot CA, 1.5 liter	Low Sales
472605	Geyser Peak CA Cabernet Sauvignon, 750 ml	Low Sales
479288	Kendall Jackson Vintner Reserve Meritage, 750 ml	Low Sales
485635	Meridian CA Merlot, 750 ml	Low Sales
498320	R Mondavi Private Select Zinfandel CA, 750 ml	Low Sales
513350	Sutter Home Cabernet Sauvignon, 750 ml	Low Sales
519880	Waterbrook Merlot WA, 750 ml	Low Sales
519890	Waterbrook Cabernet Sauvignon Reserve WA, 750 ml	Low Sales
519895	Waterbrook Melange WA, 750 ml	Low Sales
541230	Almaden Mtn Rhine, 3.0 liter	Low Sales
541945	Almaden Mtn Chablis, 3.0 liter	Low Sales
542325	Blossom Hill Chardonnay, 1.5 liter	Low Sales
548545	Beringer Third Century Chardonnay, 750 ml	Low Sales
548730	Bridgeview Blue Moon Riesling OR, 750 ml	Low Sales
548740	Bridgeview Blue Moon Pinot Gris OR, 750 ml	Low Sales
557060	Columbia Crest Grand Estate Riesling, 750 ml	Low Sales
628260	Sterling Sauvignon Blanc Vintners Collection CA, 750 ml	Low Sales
635360	Waterbrook Sauvignon Blanc WA, 750 ml	Low Sales
657000	Gallo White Zinfandel Blush, 187 ml	Low Sales
713000	Perrier-Jouet "Fleur De Champagne", 750 ml	Low Sales
900504	Silver Lake Sauvignon Blanc WA, 750 ml	Low Sales
900588	Kiona Washington Chardonnay WA, 750 ml	Low Sales
901314	Giesen Sauvignon Blanc-New Zealand, 750 ml	Low Sales

5) The following OTO and closeout items will have an additional price reduction effective July 1, 2010. You will receive new shelf tickets for July.

001242	Glenmorangie Single Malt 10 Year Scotch w/2 Glasses, 750 ml
001280	Bombay Sapphire Gin w/Olive Pick, 750 ml
034153	Back in USSR Vodka, 750 ml

6) The following Summer Spirit Promotion One-Time-Only item has inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only. Limited quantities remain.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001628	Cruzan Light Rum with Mojito Mix	020	1.75 L	3	80686-96767	\$29.95

7) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
010891	Forty Creek Barrel Select Canadian	110	50 ml	120	91156-00107	\$2.50
043194	Bacardi Torched Cherry Rum	345	50 ml	120	80480-00101	\$1.00

8) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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
027542	Rogue Dead Guy Whiskey	199	750 ml	12	95301-14410	\$42.95

9) The following new item is in the Distribution Center. 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
037113	Bacardi Classic Strawberry Daiquiri Cocktail	398	1.75 L	6	80480-00107	\$24.95



Pre-mixed cocktail combining Bacardi Rum with strawberry and lemon flavors for a classic Strawberry Daiquiri. To add a twist, crush a strawberry in a glass and squeeze in a fresh wedge of lime, fill with ice, and add 8 ounces of Bacardi Cocktails Strawberry Daiquiri and stir well. Garnish with a fresh strawberry.

continued...

10) The following One-Time-Only (OTO) item is in the Distribution Center. This wine will not be forced out as surveyed for Washington Wine Month. We have purchased 336 cases at a special low price of \$3.99. Please order in the normal manner. **Limit orders to 3 cases maximum per store.**

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902141	Apex II Riesling 2007 (Washington)	682	750 ml	12	57846-10177	\$3.99



A delicate Riesling with tropical fruit, nuances of mineral and white flower honey notes. Yakima Valley.

11) We have received one last shipment of 112 cases of Salmon Harbor Merlot. **Please limit your order to 1 case per store.** This wine has been discontinued by the supplier and will no longer be available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901208	Salmon Harbor Merlot (Washington)	884	750 ml	12	87754-30010	\$2.99



Salmon Harbor Merlot is richly flavored, a classically styled varietal wine from Columbia Valley in Washington state that fits with today's lifestyles and demands for quality and value. Salmon Harbor's plum and blueberry scented blend is buoyantly fruity, but with a fine tannic backbone.

12) The following item is in the Distribution Center. This is a repeat One-Time-Only (OTO) purchase. It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901626	Barnard Griffin Riesling 2009 (Washington)	682	750 ml	12	96925-00023	\$7.99 June Or \$6.99 July 1

continued...



This beautifully crafted Riesling greets the palate with tiers of ripe fruit flavors ranging from tangerine to crisp apple. Hints of pear, flint and orange blossom add intrigue and nuance to this elegant wine. Our 2007 Riesling was #2 on the Wine Enthusiast's top 100 Best Buys list of 2008 and our 2008 Riesling scored 90 points and was included in the Wine Spectator's December 31, 2009 issue, listing their Top 100 Wines of the World. This vintage promises to live up to its predecessor's reputation.

13) The following new "seasonal" craft beer is from Widmer and is available to order from the Distribution Center. Quantities are limited. Please order in full cases only. You are encouraged to keep the beer stocked until it's gone.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929548	Widmer Sunburn Summer Brew- Seasonal Craft Beer Six Pack	097	355 ml	24	02770-00700	\$7.68/6pk Or \$1.28 each



Sunburn Summer Brew is a very smooth, refreshing, seasonable ale. Sunburn is light in color, body, and bitterness, but by no means light in flavor. Sunburn's point of differentiation is that it delivers an abundance of flavor via the new hop called Citra. Citra is aptly named for its thirst quenching citrus flavor and aroma. Sunburn Summer Brew is lighter in alcohol 4.3% by volume, full in flavor with a crisp finish making this a great beer for any summer afternoon. Sunburn goes well with lighter dishes like Grilled Halibut with Lemon-Basil Vinaigrette, Orange Glazed Chicken, Grilled Scallop Kabobs, and chips with fresh salsa.

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June 24, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #072

1) Effective July 1, 2010, the rounding method used to calculate the retail price for 50 ml size products is changing. In order to be consistent with other sizes, retail prices will be rounded to the nickel (0.05) in the pricing calculation. They will no longer be rounded up to the next quarter. This change will be effective beginning with July retail prices. Eight of the listed 50 ml items will no longer be priced on the quarter.

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
098154	Lillet White Aperitif with Summer Label On-Pack 12 on 12	590	750 ml	12	83664- 86629	\$14.29

3) The following One-Time-Only (OTO) items are in the Distribution Center. These items are not being automatically forced out. These items are limited to 5 cases per outlet. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
012900	Caribou Crossing Canadian	111	750 ml	3	88004- 00488	\$49.95



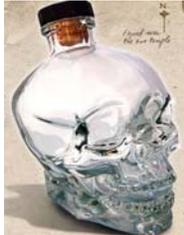
014508	Royal Canadian Small Batch Canadian	111	750 ml	6	88004- 00566	\$29.95
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4) The following new item is in the Distribution Center. All A stores received one case of this item. Managers are reminded to immediately display this item upon receipt in 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
034122	Crystal Head Vodka	260	750 ml	6	27040- 41141	\$53.95



Crystal Head Pure Spirit (by Dan Aykroyd) New Foundland Vodka.

Crystal Head Vodka is a pure spirit with no additives. It is quadrupled distilled and filtered three times through charcoal followed by triple filtration over Herkimer crystals from one of the planets rarest deposits of close concentrated semi-precious stones.

5) The following items are in the Distribution Center. These are a One-Time-Only (OTO) purchase. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
902143	Marilyn Merlot 2008 (California)	885	750 ml	12	88004- 99999	\$24.79



This wine is what every other serious wine wants to be! It's glamour in a glass, it's a conversation piece, it's the ultimate gift - elegant, all curves, and drinking beautifully. The release of the 2008 vintage celebrates the 24th vintage of a wine appreciated by fans of the iconic star, collectors of Marilyn memorabilia, and lovers of fine Napa Valley wine. The striking and glamorous image of Marilyn Monroe in a purple, shoulderless cocktail dress is from photos done for the release of *The Asphalt Jungle* in 1950, a film noir classic for which John Huston was nominated for an Oscar and in which Marilyn plays to perfection her role as the mistress of a crooked attorney.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
902144	Marilyn Sauvignon Blonde 2009 (California)	693	750 ml	12	86095- 70000	\$14.79



The 2009 vintage Sauvignon Blonde™ is an unblended Sauvignon Blanc from the Yountville AVA of Napa Valley. Aromas are a classic combination of grapefruit and pineapple, with neither dominating the glass. The taste is crisply invigorating with a memorable finish of freshly harvest tropical fruits. Marilyn Sauvignon Blonde is a wonderful wine to have in the afternoon, or before dinner, or with dinner, or after dinner--in other words, it is really an enjoyable wine. Enjoy today for its lively taste, but the charm will last until the next release.

continued...

6) The following repeat items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
512055	Stone Cellars Merlot 2007 (California)	885	750 ml	12	89819- 11734	\$3.99



A satisfying Merlot that delivers layers of fruit flavors and aromas. Stone Cellars Merlot is luscious and well-balanced with ripe strawberry and red cherry flavors, a soft-mid palate and finishing with a hint of baking spice.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
628735	Stone Cellars Pinot Grigio 2007 (California)	670	750 ml	12	89819- 72763	\$3.99



This wine showcases tropical, melon, honeysuckle and ruby grapefruit aromas and flavors and has a smooth mouthfeel and body. Without being too austere or flinty, it carries just a hint of minerality and bite of citrus to balance the core fruit.

June 30, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #074

1) 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 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 code to the listed brand code.

Special Order Brand Code	Listed Brand Code	Description	Size	Retail
969777	036813	Liquid Vodka	750 ml	\$19.95

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
029466	Boord's Tom Cat Gin with 50 ml Arrow Peppermint Schnapps On-Pack	225	750 ml	12	88352-11211	\$9.95
034433	Grey Goose France Vodka with 50 ml Le Citron On-Pack	260	750 ml	12	80480-28002	\$34.95
034433	Grey Goose France Vodka with 50 ml L'Orange On-Pack	260	750 ml	12	80480-28002	\$34.95
043076	Admiral Nelson Coconut Rum with 50 ml Admiral Nelson Spiced 101 On-Pack	320	750 ml	12	88352-11948	\$12.95
043126	Bacardi Light Dry Rum With Ear Bud On-Pack	300	750 ml	12	80480-01540	\$15.95
043136	Bacardi Limon Rum with 50 ml Torched Cherry On-Pack	320	750 ml	12	80480-35540	\$16.95
089121	Cazadores 100% Agave Reposado Tequila with UFCC Shot Glass On-Pack	499	750 ml	12	80480-00002	\$35.95

continued...

3) The following One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. This item is limited to 10 cases per outlet. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
000521	Maker's Mark Kentucky Straight Bourbon with Two Glasses	035	750 ml	6	85246- 50013	\$29.95

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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
087619	Espolon Blanco Tequila	498	750 ml	6	21059- 70750	\$24.95



Clear with a nickel straw cast. Rich cracked pepper, mango, pineapple custard, beeswax, and sea salt aromas follow through on a satiny and gentle entry to a oily medium-to-full body with subtle layers of anise, clove, dried lilac, vanilla, and mineral oil. Finishes with a long, graceful, super smooth fade. Remarkably rich, smooth and pure.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
089286	Espolon Reposado Tequila	499	750 ml	6	21059- 70751	\$24.95

Bright golden color. Waxy apple, vanilla wafer, caramel salt water taffy, pine needle and peppery spice aromas. A soft, silky entry leads to a dry-yet-fruity medium body of talc, anise, pink peppercorn, and dried fruit flavors. Finishes with a long, creamy, spice, fennel, and exotic peppercorn fade. Wonderfully complex, spicy and expressive.

continued...

5) The following item is in the Distribution Center. The marketing category assigned to this product is One-Time-Only (OTO). It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of these products

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
902142	Yellow Hawk Red Barn Red 2007 (Washington)	859	750 ml	12	94922- 67963	\$7.99



A great casual wine that's great for picnics and parties! Bright cherry and cranberry headline this wine. Enjoy with simple bread, cheese and salami, grilled burgers, baked beans, pizza, stuffed peppers, scalloped potatoes and yes – even macaroni and cheese.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
902145	Yellow Hawk Kick Ass Red 2008 (Washington)	859	750 ml	12	94922- 67966	\$9.49



Yellow Hawk is a premium red blend of cabernet sauvignon for structure, and syrah for balance, creates an appealing and versatile wine with layered dark berry flavors and rounder tannins for silkier mouth and long finish. Pairs well with robust, focused flavors, like roasted or grilled meats, portabello mushrooms, walnuts, black Greek olives, caramelized onions, bleu and parmesan cheeses, sun-dried tomatoes, roasted peppers, and flavorful herbs like rosemary or thyme. Enjoy now or cellar up to 7-10 years.

6) The following repeat items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
512050	Stone Cellars Cabernet Sauvignon 2006 (California)	864	750 ml	12	89819- 11728	\$3.99



Cabernet Sauvignon can be an intimidating wine for people just getting into drinking reds. With the Stone Cellars Cabernet, Beringer tries to make it more approachable and friendly, while still delivering a wine that is varietally true.

To do this, they concentrated on the rich fruitiness of the varietal, bringing forward the ripe summer berry flavors and a touch of earthiness. 40 percent of the wine is aged in barrel, imparting just enough spice overlay without adding any aggressive oak notes. It's a smooth, robust and classically structured Cabernet.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
628725	Stone Cellars Chardonnay 2007 (California)	666	750 ml	12	89819- 11746	\$3.99



The summer fruit aromas and flavors are balanced by the citrus and the creaminess is balanced with refreshing acidity. The result is a wine that works really well for entertaining, not only because it pleases so many palates, but also because it pairs with a variety of foods or is great all by itself. To preserve the flavors the majority of the Chardonnay is fermented in stainless steel

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901938	Yellow Hawk Sangiovese 2007 (Washington)	899	750 ml	12	94922- 67964	\$19.09

Softened in the glass with a nice finish. Spice flavors with a touch of vanilla.

7) The following new wine is in the Distribution Center. This wine is available for customer requests only and cannot be displayed on shelves or tables. Please keep this wine in your backroom. Please limit your order to 1 case maximum per store.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
467060	14 Hands Merlot (Washington)	001	750 ml	12	88586- 00177	\$9.91



Ripe fruit flavors are joined by subtle toast and mocha nuances. While soft and approachable, this wine maintains a sturdy frame of tannins.

continued...

8) The following new regular listed wine is in the Distribution Center. This wine will be part of the core set for wine. All A & B stores will automatically be forced out 1 case.

BRAND CODE	DESCRIPTION	LIQUOR			UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE				
557124	Columbia Crest Pinot Grigio Two Vine	669	750 ml	12	88586- 00421	\$6.95	



This refreshing Pinot Grigio's crisp character and friendly structure are easy and enjoyable on the palate. Tropical fruit and spice flavors benefit from vibrant acidity and aromas of orange blossoms, peach and citrus. The finish is clean and tart in classic varietal style.

July 7, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #076

1) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
001549	Captain Morgan Original Spiced Rum & Captain Morgan Lime Bite Two Pack 1 liter each	10	2 liters	6	82000- 75261	\$44.95

2) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
064827	Domaine de Canton Ginger Liqueur	449	750 ml	6	36040- 01848	\$34.95



Domaine de Canton is a French ginger liqueur comprised of eau-de-vie (fruit brandy) and VSOP and XO Grande Champagne Cognacs, which themselves are produced using fresh Tahitian vanilla beans, Provencal honey and Tunisian ginseng. The ginger comes from fresh, baby Vietnamese ginger and adds a wonderful flavor profile to this unique distilled spirit.

042933	10 Cane Rum	300	50 ml	120	88076- 16443	\$3.00
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3) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please limit your order to 10 cases. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003132	Jagermeister with Party Bucket	20	1.75 L	3	83089- 66019	\$57.95

continued...

4) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
059533	Firefly Sweet Tea Lemonade RTD Cocktail	398	1.75 L	6	97291-00025	\$21.95
059529	Firefly Southern Lemonade RTD Cocktail	398	1.75 L	6	97291-00023	\$21.95

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
048146	Hennessy Black Cognac	351	750 ml	12	81753-81555	\$42.95



A new addition to the Hennessy family offering a lighter, fresher yet distinctively smooth cognac.

6) The following new item is in the Distribution Center. This item 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
043132	Bacardi Limon Rum Traveler	320	750 ml	12	80480-00109	\$16.95

July 14, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #079

1) The following brands have been closed out or discontinued for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout and discontinued shelf tickets will be sent to you effective August 1, 2010.

Reason:

888091	Malibu Pina Colada Mix, 1.75 liter	Discontinued by Supplier
888990	Master of Mixes Big Bucket Mojito, 1.75 liter	Summer Spirit OTO
900444	Hogue Harvest White Table WA, 1.5 liter	Discontinued by Supplier

2) The following OTO and closeout items will have an additional price reduction effective August 1, 2010. You will receive new shelf tickets for August.

001204	Stolichnaya Razberi Vodka w/2 Martini Glasses, 750 ml
001379	Canadian Club w/Tall Branded Glass, 750 ml
002261	Stolichnaya Vodka w/Martini Glass, 750 ml
003077	Frangelico Liqueur w/2 Espresso Cups, 750 ml
044546	Cruzan Guava Rum, 750 ml

3) The following items are new "Regular" wines and are on TPR in July, August and September. Please make TPR shelf tickets with the following information.

424348, Silver Birch Sauvignon Blanc - New Zealand, 3.0 liter

Regular Retail - \$19.99
TPR Retail - \$14.99
Savings - \$ 5.00

428540, Trapiche Malbec - Argentina, 750 ml

Regular Retail - \$8.99
TPR Retail - \$6.99
Savings - \$2.00

450129, Bonny Doon Big House Red CA, 3.0 liter

Regular Retail - \$19.99
TPR Retail - \$14.99
Savings - \$ 5.00

513352, Sutter Home Cabernet Sauvignon CA, 1.5 liter

Regular Retail - \$11.99
TPR Retail - \$ 8.99
Savings - \$ 3.00

515894, Bandit Merlot CA, 1.0 liter

Regular Retail - \$9.99
TPR Retail - \$5.99
Savings - \$4.00

continued...

515898, Bandit Cabernet Sauvignon CA, 1.0 liter

Regular Retail - \$9.99

TPR Retail - \$5.99

Savings - \$4.00

545264, Bandit Chardonnay CA, 1.0 liter

Regular Retail - \$9.99

TPR Retail - \$5.99

Savings - \$4.00

545272, Bandit Riesling CA, 1.0 liter

Regular Retail - \$9.99

TPR Retail - \$5.99

Savings - \$4.00

580790, King Estate Pinot Gris OR, 750 ml

Regular Retail - \$19.99

TPR Retail - \$14.99

Savings - \$ 5.00

632825, Bandit Pinot Grigio CA, 1.0 liter

Regular Retail - \$9.99

TPR Retail - \$5.99

Savings - \$4.00

4) The following repeat Summer Spirit Promotion One-Time-Only (OTO) items are in the Distribution Center. These items are 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
002605	Tommy Bahama White Sand with Picnic Set	020	1.75 L	3	83089- 80018	\$39.95
002606	Tommy Bahama White Sand Rum with Tiki Cup	020	750 ml	6	83089- 80024	\$19.95
003131	Jagermeister Six Pack in Shot Cooler	020	4.50 L	1	83089- 66096	\$155.95

5) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
034019	Absolut Brooklyn Flavored Vodka	265	1.0 L	12	35229- 00068	\$29.95

continued...

6) The following new item is in the Distribution Center. 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
041932	Smirnoff Mango Vodka	290	750 ml	12	82000-75181	\$15.95



Adding to Smirnoff's robust line of flavored vodkas, Smirnoff Mango infuses Smirnoff Vodka triple distilled and ten times filtered with a succulent refreshing burst of savory mango taste for an island twist to any cocktail.

7) The following new item is in the Distribution Center. All A & B 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
019486	Maker's Mark 46 Kentucky Straight Bourbon	151	750 ml	6	85246-50010	\$38.95



Maker's 46 is a handcrafted, full-bodied Bourbon whisky that starts off as original Maker's Mark. The transformation into Maker's 46 begins when fully matured Maker's Mark is emptied from the barrel so that 10 seared French oak staves can be affixed to the sides. Then, Maker's Mark, which is made with red winter wheat for a smooth taste, is put back in the barrel and aged for several more months, allowing the natural caramel, vanilla and spice flavors released by the staves to enhance the end product.

continued...

8) The following new item is in the Distribution Center. The marketing category assigned to this product is One-Time-Only (OTO).

Note: This wine is available for customer requests only and cannot be displayed on shelves or tables. Please keep this wine in your backroom. Please limit your order to 1 case maximum per store.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
467058	14 Hands Cabernet Sauvignon (Washington)	001	750 ml	12	88586-00189	\$9.91



"14 Hands Cabernet Sauvignon features aromas of black currants and plums with subtle hints of cedar and dried herbs. Dark stone fruit flavors are complemented by a touch of chocolate and accentuated by fine, round tannins."

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
565715	14 Hands Chardonnay (Washington)	001	750 ml	12	88586-00176	\$9.91



"14 Hands Chardonnay offers bright aromas of apples and pears with a touch of caramel and spice. Elegant fruit flavors give way to hints of butter and coconut, ending with a juicy finish. Balanced and approachable, this wine can stand alone as an aperitif or partners well with buttered fish, grilled pork or pasta with cream sauce."

continued...

9) The following item is in the Distribution Center. The marketing category assigned to this product is One-Time-Only (OTO). It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

Note: This item was previously on merchandise bulletin #074. The retail price was incorrect at \$19.09. The correct retail price for this item is \$9.49.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	CORRECT RETAIL PRICE
901938	Yellow Hawk Sangiovese 2007 (Washington)	899	750 ml	12	94922- 67964	\$9.49



A garnet beauty, medium bodied with consistent, balanced flavor and a long finish. Ripe cherry and blackberry with hints of toasted hazelnut and spice supported by soft tannins. A lovely pairing with Northwest salmon, pizza, red sauce pastas, grilled pork loin and savory roasted vegetables.

July 21, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #083

1) The following repeat Summer Spirit Promotion One-Time-Only (OTO) items are in the Distribution Center. These items are 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
003681	Sauza Cien Anos Gold Tequila with Glasses	015	750 ml	6	80686- 83310	\$18.95

2) The following One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. This item is limited to 5 cases per outlet. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
001338	Jameson Irish with Ginger Ale	020	750 ml	6	80432- 10369	\$28.95

3) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
041930	Smirnoff Mango Vodka	290	50 ml	120	82000- 00289	\$1.50

continued...

4) The following newly listed wine item is in the Distribution Center. All A stores will receive one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
580790	King Estate Pinot Gris (Oregon)	699	750 ml	12	68675- 96012	\$14.99



Appearance: Golden straw with brilliant luminosity
 Aroma: Fresh pear, peach blossom, lime, grapefruit, and floral notes
 Flavor: Lively citrus, peach, tropical fruit, mineral, and honey
 Mouthfeel: Crisp entry, nice texture, long finish

5) The following newly listed wine items are in the Distribution Center. All A & B stores will receive one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
513352	Sutter Home Cabernet Sauvignon (California)	864	1.5 L	6	85200- 00055	\$8.99



This medium-bodied wine provides delicious aromas of fresh red cherries and sweet vanilla with a light, herbal touch. Soft tannins and a toasty wood character support the juicy flavors. A graceful, flavorful wine to enjoy immediately, accompanying chicken dishes, red meats, game, and mildly seasoned pastas.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
424348	Silver Birch Sauvignon Blanc (New Zealand)	649	3.0 L	3	81308-00087	\$14.99



Octavin Home Wine Bar: A new package that's attractive enough to be left out even when company is over. With a top quality twist spigot that won't drip wine all over your floor, this New Zealand Sauvignon Blanc box wine is perfect for light appetizers, chicken, or by itself on a hot day. Flavors of citrus are crisp and refreshing. Marlborough, New Zealand is home to what many wine critics and consumers consider the best New World Sauvignon Blanc. Working with select growers, Artisan winemaker Drew Ellis has created a quintessential New Zealand Sauvignon Blanc, with its unforgettably gooseberry flavors and racy finish.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
450129	Bonny Doon Big House Red (California)	859	3.0 L	3	81308-00083	\$14.99



Octavin Home Wine Bar: Another offering from Octavin that might actually be the most perfect red table box wine. A blend of Syrah, Petite Sirah, Grenache, Montepulciano, Mourvedre, Sangiovese, Algianico, Tannat, Nero D'Avola, Sargentino, Touriga, Barbera, and Petit Verdot – it has a little of everything. Will match up with just about anything you'd want a glass of red wine for, especially relaxing after a long day.

Expiration Date Information:

- Date can be found in white box by the handle.
- Best Buy date: meaning expires on the date provided. Future packaging will contain a "born on" date, which is the production date.
- Shelf life: 18-20 months.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
416445	Los Cardos Malbec (Argentina)	843	750 ml	12	89419-13801	\$8.99



Doña Paula is the largest landowner in the Lujan de Cuyo sub-zone of Mendoza, and they use their immense vineyard holdings to great advantage in crafting what is undoubtedly the best value Malbec around. Soft, juicy, eminently drinkable Malbec, this has loads of cherry and plum fruit as well as a really wonderful texture (especially considering the price), which make this a great wine to buy by the case and have around for summer grilling and unexpected house guests

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
467063	14 Hands "Hot to Trot" Red Blend (Washington)	859	750 ml	12	88586-00448	\$8.99



"Generous aromas of ripe berries and dark stone fruits open this ruby-hued wine. Fleshy flavors of cherries and plum are met with soft and velvety tannins, finishing with a hint of mocha."

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
565716	14 Hands "Hot to Trot" White Blend (Washington)	659	750 ml	12	88586-00449	\$8.99



"This vibrant white wine offers aromas of fresh fruit salad with a hint of floral and citrus notes. On the palate, juicy flavors of peach, apple, pear and melon give way to a refreshing finish."

continued...

6) The newly listed product Bandit will soon be forced out to all stores. The package is a 1 liter Eco Smart Carton called a “Tetra Pak”. The retail price is \$5.99. The supplier has offered racks to many of our outlets. If you receive one, please load it with all the varieties and place in a highly visible place in your store. If no rack is available the wine should be placed on the shelf near your premium domestic 1.5 liters.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
515898	Bandit Cabernet Sauvignon (California)	864	1.0 L	12	94509-00017	\$5.99
545264	Bandit Chardonnay (California)	666	1.0 L	12	94509-00058	\$5.99
515894	Bandit Merlot (California)	885	1.0 L	12	94509-00037	\$5.99
632825	Bandit Pinot Grigio (California)	699	1.0 L	12	94509-00027	\$5.99
545272	Bandit Riesling (California)	682	1.0 L	12	94509-00060	\$5.99



Tetra Cartons provide the following Eco Smart benefits:

- Bandit cartons are made mainly from paper, a renewable resource that comes from trees.
- Bandit wines are lightweight
- Bandit has a smaller CO2 footprint than other wine packaging. Considerably less energy is used to produce and package Bandit wine than most other liquid food packages.
- Transportation efficiencies are gained prior to and after filling since the Bandit carton material is lightweight and space efficient.
- Bandit packaging can be recycled into other consumer products.

It

August 11, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #092

1) The following brands have a NAME CHANGE only. The brand code and UPC code remain the same. You will receive a shelf ticket with the new name effective September 1, 2010.

BRAND

<u>CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
040930	Smirnoff Twist of White Grape Vodka	Smirnoff Grape Vodka	750 ml
040976	Smirnoff Twist of Black Cherry Vodka	Smirnoff Cherry Vodka	750 ml

2) The following brand has a NAME CHANGE. The brand code and UPC code remain the same. You will not receive a shelf ticket with the new name until October 1, 2010.

BRAND

<u>CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
900437	Hogue Fume' Blanc WA	Hogue Sauvignon Blanc WA	750 ml

3) The following item is a new "Regular" wine and is on TPR in August and September. Please make a TPR shelf ticket with the following information.

416445, Los Cardos Malbec - Argentina, 750 ml

Regular Retail - \$12.99

TPR Retail - \$ 8.99

Savings - \$ 4.00

4) 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	Listed			
<u>Brand Code</u>	<u>Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>Retail</u>
974084	027493	Firefly Sweet Tea Bourbon	750 ml	\$22.95
973238	035234	Three Olives Root Beer Vodka	750 ml	\$19.95
973964	038014	Soft Tail Spirits Vodka	750 ml	\$28.00
973865	046504	Kraken Black Spiced Rum	750 ml	\$20.95

continued...

5) The following brands have been closed out for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout shelf tickets will be sent to you effective September 1, 2010.

Reason:

042066	Appleton Estate Extra 12 Year Rum, 750 ml	Poor Sales
047833	Courvoisier Exclusif Cognac, 750 ml	Poor Sales
062392	Margaritaville Pomegranate Mojito RTD Cocktail, 1.75 liter	Poor Sales
062394	Margaritaville Watermelon Mojito RTD Cocktail, 1.75 liter	Poor Sales
089870	Tequila 30-30 Anejo, 750 ml	Poor Sales
249200	Georges Duboeuf Beaujolais Nouveau '09, 750 ml	OTO
558815	Covey Run Dry Riesling WA, 750 ml	Discontinued by Supplier
901332	Joseph Drouhin '09 Beaujolais Nouveau, 750 ml	OTO

6) A limited number of cases of the following item 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
011296	Crown Royal Canadian with Camouflage Hunting Bag On-Pack (12 on 12)	110	750 ml	12	87000-00725	\$27.95
014199	Pendleton Canadian with Buckle On-Pack (3 on 6)	111	1.75 L	6	84104-11592	\$56.95
032238	Seagram's Extra Dry Gin with T-Shirt On-Pack (6 on 6)	225	1.75 L	6	80432-40126	\$27.95

7) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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			
010634	Canadian Club 10 Year Reserve Canadian	110	50 ml	120	80686-82290	\$1.00

8) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please limit your order to 10 cases. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
001337	Absolut Flavored Vodka Minibar 50 ml 5/pk	010	250 ml	24	80432-10667	\$4.95

continued...

9) 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
036813	Liquid Vodka	285	750 ml	12	90708-00001	\$19.95



Liquid Vodka is clean, smooth, internationally award-winning vodka. Produced with the highest quality midwest grains and pure, local Oregon water, Liquid Vodka is filtered 10 times through four separate charcoal filters. The end result is smooth clean vodka with a slightly sweet end note.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041336	Burnett's Orange Vodka	290	750 ml	12	96749-20036	\$12.45



Burnett's Orange Flavored Vodka is quadruple distilled and triple charcoal filtered. Enticing nice orange flavor.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
063693	Smirnoff Savannah Tea Cocktail	398	750 ml	12	82000-75214	\$13.95



Pre-mixed cocktail that combines Smirnoff No. 21 (the original Smirnoff Red Label Vodka) with real brewed tea and a twist of Meyer Lemon Liqueur. Just pour over ice and serve, garnish with a wedge of fresh lemon.

continued...

10) The following new item is in the Distribution Center. This is a size extension and all A & B 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
089208	1800 Reposado Tequila	499	1.75 L	6	11538-01025	\$49.95

11) The following repeat items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
370200	Mezzacorona Cabernet Sauvignon 2006 (Italy)	839	750 ml	12	87241-88105	\$4.99



Traditional red wine vinification at controlled temperature of around 25° C; briefly refine in wood, ruby red in color, intense bouquet, complex with vanilla notes characteristic of the refinement in wood, dry flavor, lightly tannic, full-body.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
370220	Mezzacorona Chardonnay 2007 (Italy)	639	750 ml	12	87241-88103	\$3.99



Traditional vinification of white wine at controlled temperatures of around 18-20° C; straw-yellow in color, pleasant fragrance, fruity, fine, distinctive, dry flavor, harmonic, lightly aromatic.

August 18, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #095

1) A limited number of cases of the following item 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
019476	Maker's Mark Kentucky Straight Bourbon with Gold and Purple Wax On-Pack (12 on 12)	151	750 ml	12	85246- 13943	\$29.95
019476	Maker's Mark Kentucky Straight Bourbon with Gray and Crimson Wax On-Pack (12 on 12)	151	750 ml	12	85246- 13943	\$29.95

August 25, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #099

1) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
042729	Novo Fogo Cachaca Organic Silver Rum	300	050 ml	120	52384- 00202	\$2.95

2) The following repeat One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
002654	Malibu Five Pack 50 ml each	010	250 ml	24	89540- 90001	\$6.95

3) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
035625	Pinnacle Whipped Cream Flavored Vodka	265	050 ml	48	89708- 46076	\$1.25
074472	Hiram Walker Gingerbread Liqueur	449	750 ml	12	89540- 50707	\$11.95
074476	Hiram Walker Pumpkin Spice Liqueur	449	750 ml	12	89540- 49960	\$11.95

continued...

4) The following new item is in the Distribution Center. This 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
089470	Lunazul Reposado Tequila	499	1.75 L	6	96749-90855	\$39.95

5) The following newly listed wine item is in the Distribution Center. All A & B 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
428540	Trapiche Malbec (Argentina)	843	750 ml	12	89744-40258	\$6.99



100% Malbec from selected vineyards in the high area of the Mendoza River and in the east region of Mendoza. A rich, red-colored wine with violet hues, redolent of plums and cherries. Round in the mouth with a touch of truffle and vanilla.

Food pairings: The ideal wine for grilled meat. It also combines very well with pasta, mild to spicy cuisine and semi-hard cheeses such as Gouda, Edam or Gruyere

September 1, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #101

1) The following repeat Summer Spirit Promotion One-Time-Only (OTO) item is in the Distribution Center. This item 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
003641	Lunazul Reposado Tequila with Four Shot Glasses	015	750 ml	6	96749- 90856	\$18.95

2) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
000974	Jack Daniels Black 160 th Birthday with Gift Box	040	750 ml	12	82184- 00012	\$34.95

3) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
004359	The Balvenie Signature Single Malt 12 year Scotch	100	750 ml	6	83664- 87021	\$60.95
027543	Red Stag Kentucky Straight Bourbon infused with Black Cherry	199	50 ml	120	80686- 00101	\$1.00

4) The following new item is in the Distribution Center. This 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
043120	Bacardi Light Dry Rum Traveler	300	1.75 L	6	80480- 01532	\$32.95

It

September 8, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #103

1) 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 take a marking pen and change all “old” case stock to the new brand code.

OLD BRAND CODE

NEW BRAND CODE

066146 – Pallini Limoncello Liqueur
750 ml (6 units per case)

066145 – Pallini Limoncello Liqueur
750 ml (12 units per case)

067592 – Patron XO Café Coffee Liqueur
750 ml

067595 – Patron XO Café Coffee Liqueur
750 ml (New Package)

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 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 Listed

<u>Brand Code</u>	<u>Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>Retail</u>
972203	027470	Bernheim Original Wheat Whiskey	750 ml	\$29.95
973375	027538	Phillips Union Vanilla Whiskey	750 ml	\$24.95
974134	034023	Fris Blueberry Vodka	750 ml	\$11.95
974132	034072	Fris Cherry Vodka	750 ml	\$11.95
974133	034075	Fris Grape Vodka	750 ml	\$11.95
973730	041360	UV Pink Lemonade Vodka	750 ml	\$12.95

3) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

<u>BRAND CODE</u>	<u>DESCRIPTION</u>	<u>LIQUOR TYPE CODE #</u>	<u>SIZE</u>	<u>UNITS/ CASE</u>	<u>UPC #</u>	<u>RETAIL PRICE</u>
003186	Lucid Absinthe Liqueur w/2 Glasses & Spoon Gift Pack	020	750 ml	6	94922- 21769	\$64.95

ma

September 8, 2010

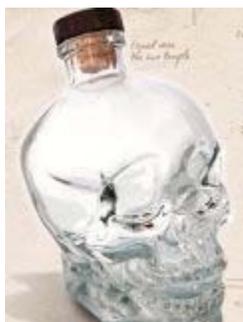
TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #105

1) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
035553	Crystal Head Vodka	260	1.75 L	3	27040- 41146	\$99.95



ma

September 15, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #107

1) The following brands have been closed out or discontinued for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout and discontinued shelf tickets will be sent to you effective October 1, 2010.

Reason:

042789	Mount Gay Eclipse Silver Rum, 50 ml	OTO
042863	Seagram's Smooth Brazilian Rum, 750 ml	Discontinued by Supplier
047835	Courvoisier Exclusif Cognac, 50 ml	OTO
089691	Partida Anejo Tequila, 50 ml	OTO

The following closeout item will have an additional price reduction effective October 1, 2010. You will receive a new shelf ticket for October.

713000 Perrier-Jouet "Fleur De Champagne", 750 ml

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
089047	Aha Toro Anejo Tequila with 50/ml Aha Toro Reposado Tequila On-Pack (12 on 12)	499	750 ml	6	99563-00202	\$56.95
089048	Aha Toro Reposado Tequila with 50/ml Aha Toro Reposado Tequila On-Pack (12 on 12)	151	750 ml	12	99563-00201	\$54.95

3) The following One-Time-Only (OTO) items are in the Distribution Center. These items are 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
041045	Alaska Distillery Smoked Salmon Vodka	290	750 ml	12	51153-00217	\$31.95
088030	Manana Blanco Tequila	498	750 ml	6	30088-25321	\$42.95

continued...

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
027493	Firefly Sweet Tea Bourbon	199	750 ml	12	97291-00021	\$22.95



A powdered sugar flavor combined with light hints of milk chocolate. On the back-end, the bourbon shines through briefly and then becomes a light sweet swallow. The sugar is not overpowering; it is well-balanced and well-thought. The finish is a delicate sugar coated tongue.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
031736	Platinum 7X Gin	225	750 ml	12	88004-00456	\$13.95



Clear with wet mineral, creamy meringue, and tarragon aromas. A soft, silky entry leads to a off-dry, light-to-medium body of anise cookies, cream, and talc flavors with a hot peppery, wet stone fade.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
046504	Kraken Black Spiced Rum	345	750 ml	12	11538-01302	\$20.95



This item is rich, complex, tar-colored and full of flavor. Caramel sugars add a balance to the minty/peppery spices. The finish is long and refreshing. The rum is from the Caribbean and infused with spices and natural flavors at the Indiana distillery. The bottle features a large octopus-like cephalopod rising from the deep. The bottle is designed with dual grab handles.

A Perfect Storm

2 oz Kraken Rum

6 oz Ginger Ale

Splash of fresh lemon or lime.

Mix all ingredients in a shaker over ice. Shake and strain into a highball over fresh ice. Garnish with lemon or lime twist.

It

September 22, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #109

1) The following One-Time-Only (OTO) items are in the Distribution Center. These items are 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
041951	Godiva Chocolate Raspberry Vodka	290	750 ml	12	82000- 75227	\$29.95
041954	Godiva Chocolate Vodka	290	750 ml	12	82000- 75222	\$29.95



Five-times distilled vodka infused with the essence of chocolate, made in the U.S. by the same company famous for its luxury chocolates. Enjoy Godiva Chocolate on the rocks, in the ultimate 'Chocolate Martini,' or mix 1 ½ ounces of Godiva Chocolate Infused Vodka with ¾ ounce pomegranate juice and serve straight up in a martini glass for a 'Godiva Chocolate Pomegranate Twist.'

2) The following repeat One-Time-Only (OTO) items are in the Distribution Center. Selected stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003679	Patron Silver with Ice Bucket	020	1.75 L	3	21733- 00118	\$109.95
003667	Herradura Silver Tequila with Glasses	015	750 ml	6	44607- 05056	\$41.95
001536	Absolut Citrus/Mandrin 1 liter each Two Pack	010	2.0 L	6	80432- 10669	\$39.95

New lower retail! Priced reduced to \$39.95 for (2) – 1.0 liters!

3) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
019021	Jim Beam Black Eight Year Bourbon	151	50 ml	120	80686- 03490	\$1.25
044511	Cruzan Light Rum	325	50 ml	120	80686- 96762	\$1.00

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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035234	Three Olives Root Beer Vodka	265	750 ml	12	89708- 52942	\$19.95



A unique blend of imported English vodka and the classic taste of Root Beer. Enjoy Three Olives Root Beer Vodka as a shot, on the rocks, or in your favorite cocktail. We even like on ice cream!

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
044448	Cruzan 9 Spiced Rum	345	750 ml	12	80686- 96784	\$19.95



Cruzan 9 has a bold flavor and contains a blend of nine all-natural spices: vanilla, nutmeg, cinnamon, ginger, cloves, mace, allspice, pepper and juniper berry. It is available in a glass bottle

It

September 29, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #115

1) 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 take a marking pen and change all “old” case stock to the new brand code. If there are any issues with this process, you will be alerted in a merchandise bulletin.

OLD BRAND CODE

NEW BRAND CODE

067186 – Tuaca, 750 ml

077786 – Tuaca Liqueur, 750 ml

2) The following brands have a NAME CHANGE only. The brand codes and UPC codes remain the same. You will receive shelf tickets with the new names effective November 1, 2010.

BRAND

<u>CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
040917	Smirnoff Twist of Pineapple Vodka	Smirnoff Pineapple Vodka	750 ml
040939	Smirnoff Twist of Passion Fruit Vodka	Smirnoff Passion Fruit Vodka	750 ml
040946	Smirnoff Watermelon Twist Vodka	Smirnoff Watermelon Vodka	750 ml
040956	Smirnoff Strawberry Twist Vodka	Smirnoff Strawberry Vodka	750 ml
040986	Smirnoff Twist of Blueberry Vodka	Smirnoff Blueberry Vodka	750 ml
040992	Smirnoff Twist of Melon Vodka	Smirnoff Melon Vodka	750 ml
040997	Smirnoff Twist of Pomegranate Vodka	Smirnoff Pomegranate Vodka	750 ml
041000	Smirnoff Twist of Pear Vodka	Smirnoff Pear Vodka	750 ml
041592	Smirnoff Twist of Lime Vodka	Smirnoff Lime Vodka	750 ml
041715	Smirnoff Cranberry Twist Vodka	Smirnoff Cranberry Vodka	750 ml
041719	Smirnoff Green Apple Twist Vodka	Smirnoff Green Apple Vodka	750 ml
041745	Smirnoff Citrus Twist Vodka	Smirnoff Citrus Vodka	375 ml
041746	Smirnoff Citrus Twist Vodka	Smirnoff Citrus Vodka	750 ml
041786	Smirnoff Orange Twist Vodka	Smirnoff Orange Vodka	750 ml
041788	Smirnoff Orange Twist Vodka	Smirnoff Orange Vodka	1.75 L
041796	Smirnoff Raspberry Twist Vodka	Smirnoff Raspberry Vodka	750 ml
041798	Smirnoff Raspberry Twist Vodka	Smirnoff Raspberry Vodka	1.75 L
041805	Smirnoff Vanilla Twist Vodka	Smirnoff Vanilla Vodka	1.75 L
041806	Smirnoff Vanilla Twist Vodka	Smirnoff Vanilla Vodka	750 ml

continued...

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	October Retail
974010	035549	Three Olives Rangtang Orange Flavored Vodka	750 ml	\$19.95
973866	035723	Batch 206 Vodka	750 ml	\$24.95
962127	043426	Don Q Cristal Rum	750 ml	\$14.95
974040	043461	Don Q Mojito Rum	750 ml	\$14.95
987161	098774	Martini & Rossi Italy Bianco Vermouth	750 ml	\$8.99

4) A limited number of cases of the following item 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
068036	Bailey's Irish Cream Liqueur with Bow On-Pack (12 on 12)	425	750 ml	12	86767-21006	\$24.95

5) The following repeat Summer Spirit Promotion One-Time-Only (OTO) item is in the Distribution Center. This item 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
003613	Corazon Blanco Tequila with Shaker & Glass	020	750 ml	6	83089-70023	\$34.95

6) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
044447	Cruzan 9 Spiced Rum	345	050 ml	120	80686-96787	\$1.50

continued...

7) The following One-Time-Only (OTO) item is in the Distribution Center. Selected stores received 2 cases of this item. **Due to limited case quantities available please limit your order to 2 cases.**

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
001435	Pendleton Directors Reserve 20 Year Canadian	020	750 ml	4	84104- 11791	\$124.95



8) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
027100	Sazerac Rye 6 Year Straight Rye Whiskey	181	750 ml	6	88004- 13994	\$29.95



Amber chestnut color. Huge, spicy aroma. Very mature, with notes of oak, leather, and molasses. Enormous in every respect, from its thick, chewy texture to its unbelievably spicy and very powerful flavors. The long, warm finish is preceded by notes of mint, eucalyptus, cinnamon, vanilla, molasses, oak, leather, and lingering pepper.

9) The following new item is in the Distribution Center. 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
038014	Soft Tail Spirits Vodka	285	750 ml	12	53182- 15178	\$28.00



Soft Tail Vodka is made from apples and offers warmth and smoothness. This is a sipping vodka, with a sweet flourishing finish.

October 6, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #121

1) The following brand has a NAME CHANGE. The brand code remains the same and there will be a new UPC code. You will receive a shelf ticket with the new name and UPC code effective November 1, 2010.

<u>BRAND CODE</u>	<u>OLD NAME</u>	<u>NEW NAME</u>	<u>SIZE</u>
049816	Calvados Boulard Grande Solage Brandy	Boulard Calvados Grand Solage VSOP Brandy New UPC: 86785-51115	750 ml

2) 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 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 code to the listed brand code.

Special Order	Listed			
<u>Brand Code</u>	<u>Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>Retail</u>
974062	035727	Bainbridge Legacy Organic Vodka	750 ml	\$32.95

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.

<u>BRAND CODE</u>	<u>DESCRIPTION</u>	<u>LIQUOR TYPE CODE #</u>	<u>SIZE</u>	<u>UNITS/ CASE</u>	<u>UPC #</u>	<u>RETAIL PRICE</u>
040821	Skyy Infusions Pineapple Vodka with 50 ml Skyy Infusions Ginger Vodka On-Pack (12 on 12)	290	750 ml	12	21059-69750	\$19.95
077776	Wild Turkey American Honey Liqueur with Metal Shot Glass On-Pack	401	750 ml	12	80432-56017	\$24.95

continued...

4) The following One-Time-Only (OTO) items are in the Distribution Center. These items are 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			
042907	Seven Tiki Spiced Rum	320	750 ml	12	80480- 49702	\$19.95



From the South Pacific comes Seven Tiki Spiced Rum, a Fijian rum made from molasses of Polynesian sugar cane, exotic spices of baked Indonesian nutmeg, Madagascar vanilla and water drawn from beneath Fiji's volcanic highlands.

Its color is deep brown amber. Its aroma is the scent of Fiji's forests. Flavor: sugarcane, vanilla, peach, banana and dark wood. The aroma is vanilla and light creme caramel with a medium-bodied, well-rounded mouth feel. Its finish is traditional, yet has its own original smoothness.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
068516	Irish Manor Cream Liqueur	425	750 ml	6	84380- 41064	\$13.95



Irish cream liqueur imported from Ireland. It is made with fresh dairy cream from local farmers and Irish whiskey produced in the former Bushmills distillery. Serve straight, on the rocks, in coffee, or your favorite cocktail that calls for Irish Cream liqueur.

At the end of a cold day, Irish hunters would return from the forest to their favorite manor house. They would sit by a fire and relax with an Irish Cream Liqueur. One recipe was so delicious it was praised as "Legendary". It is this elixir one finds in this bottle.

5) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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			
027542	Rogue Dead Guy Whiskey	199	750 ml	12	95301- 14410	\$42.95



Established in 2003, Rogue Spirits creates award winning multi-ingredient small batch spirits, artisan distilled in traditional hand-crafted copper pot stills. No chemicals, additives or preservatives are used.

Dead Guy Whiskey is made with the same 4 grains that are used to make Dead Guy Ale since 1991. Northwest Harrington, Maier Munich, Klages, and Carastan malts; Free Range Coastal Water & Distiller's yeast. Dead guy whiskey Proof: 80

Tasting Notes: Delicately sweet with a rich malt complexity, opens up to a warm peppery finish.

continued...

6) 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
034023	Fris Blueberry Vodka	265	750 ml	12	80432-10628	\$11.95



Clear. Fresh, spicy warm blueberry compote and pie crust aromas follow through on a soft, supple entry to a dry-yet-fruity medium body with a nice smooth glycerous texture and balanced blueberry and sugar flavors. Finishes with a true, dimensional herbal spicy blueberry, cream and talc fade. A nice, dry, pure and subtly flavorful blueberry flavor for mixing.

Flavored with all-natural ingredients, the vodka is made using the brand's patented freeze distillation, continuous six-column process.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
077089	Southern Comfort Lime Liqueur	401	750 ml	12	88544-00005	\$19.95



Southern Comfort is a distinctive liqueur made from whiskey that's been blended with fruit and spices. The original pairs so well with the tangy flavor of lime, that the makers have created a delicious new blend, Southern Comfort Lime.

Southern Comfort Lime is ready to be enjoyed on the rocks, with a splash of soda or mixed into a light and refreshing cocktail or, try it in a white sangria combined with a little peach brandy and some fresh fruit.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
895504	Vibe Cocktail Natural Agave Margarita Mix	999	946 ml	12	82712-00096	\$6.49



Vibe Cocktail Natural Agave Cocktail Mix is packed with lime juice, lemon juice, lemon pulp, and Organic Agave Nectar. Vibe does not use artificial colors / flavorings, chemical preservatives, or high fructose corn syrup.

continued...

7) There are 256 cases available in the Distribution Center of the following repeat One-Time-Only (OTO) item. It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
407290	Colores del Sol Malbec Mendoza 2009 (Argentina)	843	750 ml	12	89819- 01086	\$4.99



The Colores del Sol Malbec is sourced exclusively from the Luján de Cuyo district within Mendoza, one of Argentina's most prestigious wine growing regions.

Colores del Sol Malbec is a deep ruby color with bright purple hues. Intense aromas of ripe blackberry and hints of spice lead into a rich palate full of spicy fruit characteristics of raspberry and black cherry. The wine shows excellent balance with an opulent, full-bodied mouthfeel and fine grained tannins.

October 13, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #123

1) The following items will be on TPR in November and December. You will not receive TPR shelf tickets. 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) 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	750 ml	12	80432- 40039	\$35.95
034326	Finlandia Vodka of Finland with Two 50 ml On-Pack	260	750 ml	12	81128- 07411	\$19.95
042936	10 Cane Rum with Muddler On- Pack	300	750 ml	6	88076- 16444	\$29.95

3) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
041468	360 Sorrento Lemon Vodka	290	050 ml	60	85592- 14258	\$1.95
041944	360 Georgia Peach Vodka	290	050 ml	60	85592- 14248	\$1.95

continued...

4) The following repeat One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
034149	Blavod Black Vodka	260	750 ml	6	61552-75001	\$27.80

5) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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
000958	Jack Daniel's with Birthday Surprise	040	750 ml	6	82184-23247	\$24.95

6) 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
027538	Phillips Union Vanilla Whiskey	199	750 ml	6	87116-08004	\$24.95



Phillips Union is a recently launched whiskey. Vanilla from Madagascar, bourbon from Kentucky, and whisky from Canada. They think it's safe to say that international realtions have never ever gone so smoothly.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034072	Fris Cherry Vodka	265	750 ml	12	80432-10631	\$11.95



Clear. Bright cherry drop and almondy maraschino aromas follow through on a soft, silky entry to dry-yet-fruity light-to-medium body with beeswax and cherry gum notes. Finishes with a drying delicate peppery, talc accented fade

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034075	Fris Grape Vodka	265	750 ml	12	80432-10634	\$11.95



Clear. Bright red grape juice and drink aromas have creamy waxy edge and follow through on a supple entry to a sweetish medium body with a nice lilac note. Finishes with a crisp, warming mint lozenge accented fade.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
036951	Moon Mountain Vodka	285	750 ml	12	82000-75208	\$21.95



Moon Mountain is a new "super-premium" vodka.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041360	UV Pink Lemonade Vodka	290	750 ml	12	87116-01487	\$12.95



UV is distilled four times and activated Carbon filtered, from Midwestern Grain using purified Minnesota Water and natural flavors and sweeteners.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041467	360 Sorrento Lemon Flavored Vodka	290	750 ml	12	85592-14255	\$19.95



Made with quadruple-distilled, five-times filtered vodka, it's named for the succulent, deep-yellow lemon grown on the coast of Italy. The Sorrento Lemon is beloved not only for its color and perfume, but for its richly flavored juice. 360 Sorrento Lemon has the refreshing crisp taste and nicely balanced sweetness with a bit of tart of this truly golden fruit.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
043426	Don Q Cristal Rum	325	750 ml	12	82301-75002	\$14.95



Tasted on the rocks (with ice) and neat (room temperature). The nose of the *Cristal* is very entertaining it brought along with it a bit of warm butterscotch and a lightly scented chocolate. There is a bit of pineapple core on the tail end of the nose, not exactly a strong pineapple skin or ripe fruit but a subtle flavoring that requires deep examining. On ice the scents swayed towards stronger pineapple and a milk chocolate profile.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
043461	Don Q Mojito Rum	345	750 ml	12	82301-75080	\$14.95



Clear. Spearmint gum aromas follow through on a brisk, lightly tannic entry to a moderately sweet light-to-medium body with lime popsicle and tangy mint and celery soda notes on the fade. Clear, mojito-flavored rum distilled from fermented molasses. Aged at least 1 year. A ready to drink mojito mixed in a bottle.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
044941	Monarch Coconut Rum	345	750 ml	12	84104-24281	\$10.70



Monarch Caribbean rum made with natural coconut flavor. This rum pairs perfectly with tropical juices

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
045006	Monarch Pineapple Rum	345	750 ml	12	84104-24271	\$10.70



Monarch Caribbean rum is infused with extract from natural pineapple. Sweet flavor of the tropics. Drink on it's own or add to your favorite cocktail.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
045040	Monarch Spiced Rum	345	750 ml	12	84104- 24291	\$10.70



Monarch Caribbean Spiced Rum with natural flavor and caramel color.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
066860	Stirrings Apple Liqueur	475	750 ml	12	82000- 00273	\$16.95



Stirrings Liqueur is infused, all-natural liquids...containing no high-fructose corn syrup. Aromas of tart green apple. Intense sourness to **mimic puckering sour apples**. A smooth yet tart finish.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
066861	Stirrings Ginger Liqueur	410	750 ml	12	82000- 00275	\$16.95



Stirrings Liqueur is infused, all-natural liquids...containing no high-fructose corn syrup. Aromas of fresh grated ginger. Authentic taste of **freshly grated ginger with the spicy heat** of ginger and warm, woody spices of gingersnap. The finish is sweet and spicy.

October 20, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #127

1) The following closeout OTO items will have an additional price reduction effective November 1, 2010. You will receive new shelf tickets for November.

090332 Grahams LBV Port - Portugal, 750 ml
331046 Turning Leaf Reserve Pinot Noir, 750 ml
355050 Casarsa Cabernet/Merlot - Italy, 1.5 liter
355052 Casarsa Cabernet Sauvignon - Italy, 1.5 liter
355057 Casarsa Merlot - Italy, 1.5 liter
355064 Casarsa Pinot Noir - Italy, 1.5 liter
356330 Cella Bianco White - Italy, 1.5 liter
402875 Black Swan Shiraz - Australia, 750 ml
410388 Fauna Sauvignon Blanc - Chile, 750 ml
423415 Torres Sangre de Toro - Spain, 750 ml
445876 Beringer Third Century Pinot Noir, 750 ml
458867 Covey Run Winemakers Collection Syrah WA, 750 ml
468858 Glen Ellen Merlot CA, 1.5 liter
472605 Geyser Peak CA Cabernet Sauvignon, 750 ml
479288 Kendall Jackson Vintners Reserve Meritage, 750 ml
485635 Meridian CA Merlot, 750 ml
498320 R Mondavi Private Select Zinfandel CA, 750 ml
513350 Sutter Home Cabernet Sauvignon, 750 ml
519880 Waterbrook Merlot WA, 750 ml
519890 Waterbrook Cabernet Sauvignon Reserve WA, 750 ml
519893 Waterbrook Syrah WA, 750 ml
519895 Waterbrook Melange WA, 750 ml
547320 Bogle Sauvignon Blanc CA, 750 ml
548545 Beringer Third Century Chardonnay, 750 ml
548730 Bridgeview Blue Moon Riesling OR, 750 ml
548740 Bridgeview Blue Moon Pinot Gris OR, 750 ml
554800 Chateau St Jean Sonoma Fume Blanc CA, 750 ml
557060 Columbia Crest Grand Estate Riesling, 750 ml
562812 Estancia Pinot Grigio CA, 750 ml
628260 Sterling Sauvignon Blanc Vintners Collection CA, 750 ml
635360 Waterbrook Sauvignon Blanc WA, 750 ml
635365 Waterbrook Riesling WA, 750 ml
900504 Silver Lake Sauvignon Blanc WA, 750 ml
900588 Kiona Washington Chardonnay WA, 750 ml
901314 Giesen Sauvignon Blanc -New Zealand, 750 ml

continued...

2) A limited number of cases of the following item 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.

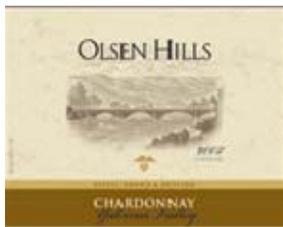
BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
019066	Jim Beam Bourbon with Washington State Label On-Pack (12 on 12)	151	750 ml	12	80686-00140	\$14.95

3) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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
027543	Red Stag Kentucky Straight Bourbon infused with Black Cherry	199	50 ml	120	80686-00101	\$1.00

4) The following item is in the Distribution Center. The marketing category assigned to this product is One-Time-Only (OTO). It is not mandatory that you stock this product. There are 112 cases available in the Distribution Center. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902151	Olsen Hills Chardonnay 2008 (Washington)	665	750 ml	12	91057-00200	\$8.29



From Olsen Estate Winery in Prosser, WA. 97% Chardonnay, 3% Roussane, 100% Estate Grown.

A blend of barrel and stainless steel fermentation's; exhibiting subtle apple, pear, and spice nuances joined by a bright citrus character, with a soft easy finish.

October 27, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #132

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
012888	Rich & Rare Three Year Canadian with 50 ml Fireball & 50 MI Dr. McGillicuddy's Cherry On-Pack (6 on 6)	111	1.75 L	6	88004-00033	\$25.95
015693	Knappogue Castle Irish in Gift Carton (6 on 6)	120	750 ml	6	36040-01002	\$37.95
028866	Tanqueray England Gin with Zagat On-Line Subscription Offer Necker On-Pack (12 on 12)	200	750 ml	12	88110-10030	\$24.95
069636	Dr. McGillicuddy's Cherry Schnapps with 50 ml Fireball On-Pack (12 on 12)	485	750 ml	12	88004-14822	\$16.45

2) The following One-Time-Only (OTO) items are in the Distribution Center. These items are 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
040971	Smirnoff Cherry Vodka	290	050 ml	120	82000-00140	\$1.00
950230	Desert Lightning Corn Whiskey (Washington)	190	750 ml	12	67359-81000	\$25.00
950231	Ink Vodka (Washington)	285	750 ml	12	67359-82000	\$29.85
950232	Rayn Anjel Gin (Washington)	225	750 ml	12	67359-83000	\$29.85

continued...

3) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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			
044511	Cruzan Light Rum	325	050 ml	120	80686- 96762	\$1.00
002070	Hennessy VSOP Privilege Cognac with Two Glasses	020	750 ml	12	81753- 81381	\$47.95
064827	Domaine De Canton Ginger Liqueur	449	750 ml	6	36040- 01848	\$34.95
040934	Smirnoff Grape Vodka	290	050 ml	120	82000- 00178	\$1.25

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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
034138	Chambord Flavored Vodka	265	750 ml	6	83300- 00003	\$24.95



Chambord Liqueur introduces its first line extension outside of liqueurs: Chambord Flavored Vodka is a balance of premium French vodka and Chambord's natural black raspberry flavor. The liqueur has hints of hibiscus aromas and notes of vanilla and white chocolate with a smooth finish. The new entry comes in the updated packaging from Chambord — still in the orb-shaped bottle but with a redesigned neck and cap and clearer, lighter-weight glass.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
092670	O'Mara's Caramel Irish Cream Wine Base	570	750 ml	12	96749- 96037	\$9.99



Heaven Hill Distilleries has introduced Caramel flavors for its popular O'Mara's Irish Country Cream. The rich cream of imported O'Mara's Irish Country Cream is now enhanced by the decadent flavor of caramel flavoring - a pairing served well after dinner or over ice.

O'Mara's Irish Country Cream is the first Irish cream to incorporate fine wine in its unique blending process which provides a distinctly smooth flavor without a hint of harsh aftertaste.

The brand is hand-crafted in the heart of Ireland's dairy region by Pat O'Mara & Co., of Abbyeix, Ireland, an independent Irish-owned beverage company, using only the freshest cream from the neighboring dairy.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035453	Svedka Cherry Vodka	265	750 ml	12	17768- 12675	\$15.95



The freshest, most succulent Montmorency cherries are concentrated to preserve their rich, all natural flavor, then blended with Svedka's crisp 5 time distilled vodka.

5) 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028096	Beefeater 24 London Dry Gin	200	750 ml	6	89540- 50758	\$29.95



The 12 natural ingredients of Beefeater 24 are sourced from around the world. Hand-prepared grapefruit peel, lemon peel, and Seville orange peel add a tangy note to the aromatic influence of Japanese Sencha tea and Chinese green teas. Juniper, coriander seed, liquorice, angelica root, angelica seed, almond and orris root each provide flavors.

The botanicals are steeped in the finest grain spirit for a full 24 hours. Then, uniquely, during the seven-hour distillation that follows, the master distiller takes an Artisan Cut by hand of the finest spirit from the very heart of the run. This ensures a more citrusy, softer, contemporary style of gin long on taste and fragrantly upbeat.

6) The following One-Time-Only (OTO) items are in the Distribution Center. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

PLEASE READ CASES AVAILABLE AND STORE ORDER LIMITS FOR EACH ITEM.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
408830	Diseno Malbec 2007 (Argentina)	843	750 ml	12	81434- 10010	\$4.99

280 CASES – LIMIT 1 CASE PER STORE ORDER 408830



A high-quality, bargain Malbec from Argentina's prime Mendoza region, Diseno sources its grapes from high altitude vineyards in the foothills of the Andes. Robust and richly flavored, this medium-bodied wine offers bouquets of black cherry, floral notes and blueberry with spice, oak and a hint of tobacco. On the palate, blackberry, raspberry, licorice and cocoa mingle with earth notes through to a lingering finish. It's a fine accompaniment to barbecue, braised short ribs, grilled or roasted meats, chili, hearty stews, casserole dishes, burgers and hard cheeses.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
421113	Penfolds Shiraz 2007 (Australia)	840	750 ml	12	12354- 07239	\$5.99

168 CASES – LIMIT 1 CASE PER STORE ORDER 421113



The Penfolds Koonunga Hill Shiraz is a wine that clearly illustrates the strengths of the Penfolds multi-regional blending philosophy. While the heart of this wine lies in the Barossa Valley, top grade fruit from McLaren Vale, Padthaway, Langhorne Creek and Coonawarra also contribute to its beautifully consistent quality. This shiraz is a plumper style with plush red-berried fruits, generosity of flavour and supple ripe tannins. It has excellent structure and length, and while it is ready for drinking now, the Koonunga Hill Shiraz will gain further complexity over the next two to four years.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
421125	Penfolds Chardonnay (Australia)	640	750 ml	12	12354- 07133	\$5.99

168 CASES – LIMIT 1 CASE PER STORE ORDER 421125



Since its very first release, Koonunga Hill Chardonnay has managed to proudly maintain the Penfolds tradition of delivering outstanding wine quality at an affordable price point. In fact, it is now considered by many to be amongst Australia's best value whites. This Chardonnay is a well-proportioned wine, with distinctive primary fruit characters and good levels of intensity. Matured for several months in small French oak barriques, it is a richly concentrated wine with plenty of varietal definition and creamy flavours.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
421126	Penfolds Cabernet Merlot 2007 (Australia)	840	750 ml	12	12354- 07145	\$5.99

112 CASES – LIMIT 1 CASE PER STORE ORDER 421126



The Penfolds time honored tradition of blending is shown to great effect with this perfectly poised wine, which takes two quality components to create a perfectly seamless whole. The characteristic structure of cabernet is draped with the gentle fleshiness of merlot, resulting in a brilliantly balanced blend. Koonunga Hill Cabernet Merlot is a multi-district blend, drawing fruit from several vineyards in South Australia including McLaren Vale, Barossa Valley, Padthaway, Langhorne Creek and Coonawarra. It is a full-flavored, fruit driven wine. To fully appreciate the fruit characters and the fine grained tannins, the Koonunga Hill Cabernet Merlot is best treated as an early drinking wine, although can be carefully cellared for two years.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
452950	Cellar #8 Cabernet Sauvignon 2008 (California)	864	750 ml	12	89819- 75935	\$3.99

320 CASES – LIMIT 2 CASES PER STORE ORDER 452950



A wonderful example of California Cabernet with intense notes of dark cherry and leather. Ripe black currant and cassis enhance the spicy clove and black pepper flavors. Rich, silky chocolate and hints of vanilla round out the palate making this wine approachable and delicious.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
452955	Cellar #8 Merlot 2008 (California)	885	750 ml	12	89819- 75939	\$3.99

256 CASES – LIMIT 1 CASE PER STORE ORDER 452955



Deep ruby-blue in color, this Merlot has rich aromas of black cherry and spice. Aged in French and American oak barrels, the wine boasts round, chewy flavors of mocha and dark roasted coffee with deep blueberry.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
452960	Cellar #8 Zinfandel 2007 (California)	898	750 ml	12	89819- 75937	\$3.99

192 CASES – LIMIT 1 CASE PER STORE ORDER 452960



This is a classic Zinfandel with intense notes of nutmeg and clove on the nose. The palate offers juicy black cherry and ripe raspberry fruit with black pepper, chocolate and a hint of vanilla. Lush and concentrated, this wine has a long and complex finish.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
460440	Cupcake Cabernet Sauvignon (California)	864	750 ml	12	81908- 59187	\$8.99

112 CASES – LIMIT 1 CASE PER STORE ORDER 460440



Rich and enticing, the Cupcake Cabernet Sauvignon is a balance between generous profiles of fruit and oak. This full-bodied yet smooth Cabernet Sauvignon displays soft tannins, with primary fruit flavors of blackberry, dark cherry and plums. The dark fruits melt with the flavors of mocha and toasty oak before ending with a long and silky finish. Food Pairing: This wine pairs well with baked brie drizzled with honey or petite filet mignon with a cabernet reduction sauce.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
552840	Cellar #8 Chardonnay 2008 (California)	666	750 ml	12	89819- 53984	\$3.99

384 CASES – LIMIT 2 CASES PER STORE ORDER 552840



Firm and fine, the very likeable '08 Cellar No 8 Chardonnay plays solid on the palate with an underlying easiness; bright and bouncy in the finish, bright tropical fruit; a real taste treat.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
560350	Cupcake Chardonnay (California)	666	750 ml	12	81908- 59207	\$8.99

112 CASES – LIMIT 1 CASE PER STORE ORDER 560350



Cupcake Chardonnay was crafted to emphasize the Central Coast's creamy and structured Chardonnay character. It starts off with a touch of apple, a hint of tropical fruits and is complimented by a balance of vanilla and spice. We used malolactic fermentation with aging in small barrels to provide a rich mid palate that develops into a long, smooth, satisfying finish. Food Pairing: This wine pairs well with crab cakes, seared Ahi tuna on waffle crackers or fresh-baked French bread and cheese.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
741690	Barefoot Bubbly Brut Cuvee Sparkling (California)	915	750 ml	12	18341-75126	\$6.99

275 CASES – ORDER 741690



Celebrate with the Champagne that tickles your toes! Barefoot Bubbly Brut Cuvée is a dry bubbly that opens with the delightful aromas of Chardonnay and flavors of green apples and jasmine. Savor the hints of kiwi and peach while you enjoy the crisp, lingering finish. With fruit-filled aromas and flavors, our most traditional, great tasting Chardonnay Champagne will be an instant favorite for any occasion without breaking your budget! Perfect partner for desserts, appetizers and anything spicy.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
769005	Barefoot Bubbly Moscato Sparkling (California)	917	750 ml	12	85000-01759	\$6.99

275 CASES – ORDER 769005



Black tie optional, Barefoot required! Barefoot Bubbly Moscato Spumante Champagne is a deliciously sweet sparkling wine perfect for your next special occasion or just a night in celebrating the every day! Our Moscato Spumante has fragrant fruit aromas and slightly sweet flavors that complement the crisp acidity. Apricot and peach enhance the lingering tangerine finish. Great as an aperitif, served with appetizers, salads with sweet dressings, spicy cuisine and with desserts!

9) The following OTO item is in the Distribution Center. The forceout is complete and there are 59 cases available in the Distribution Center. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
901923	Coppola Sofia Blanc Sparkling 4 Pack (California)	055	750 ml	6	39958-03324	\$13.96



The grapes for this Sofia are grown in northern Monterey County where gentle breezes from Monterey Bay contribute to the long, cool growing season. In this environment Pinot Blanc, the main component of Sofia, ripens optimally and develops ripe flavors while still preserving vibrant acidity in the grapes.

For a multitude of moods, enjoy a single serving of Sofia Mini Blanc de Blancs sparkling wine. A distinctive blend as unconventional as the woman who inspired it, Mini is for the impromptu, impetuous, live-passionately-for-the-moment kind of person. The kind who lives like there is no tomorrow!

November 3, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #134

1) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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
068843	Saint Brendan's Irish Cream Creamers	425	200 ml	12	88352- 12593	\$6.95

2) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item 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
010634	Canadian 10 Year Reserve Canadian	110	050 ml	120	80686- 82290	\$1.00

3) 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
035637	Three Olives Purple Grape Flavored Vodka	265	750 ml	12	11538- 01500	\$19.95

Three Olives is the original, ultra-premium vodka from England, that is handcrafted in small batches and made from only the finest English wheat. Their unique and unmatched method of quadruple distilling and quadruple filtration removes natural impurities, yielding a vodka of exceptional purity and smoothness.

A fantastic blend of imported English Vodka and the wild juice taste of frozen crushed grapes. Enjoy Three O Purple as a shot, on the rocks or in your favorite cocktail.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035723	Batch 206 Vodka	285	750 ml	12	54638-00200	\$24.95



Batch 206 Vodka is a rye based neutral grain spirit that has been distilled several times and filtered for at least 48 hours through coconut shell carbon for smoothness.

The feistiness of the rye still comes through coupled with “honey tones” and is felt immediately on the tongue. There is a “sting” which then wraps around the tongue, providing a medium dry finish which quickly clears, leaving a very clear palate.

It’s a sipping vodka to be enjoyed simply on the rocks or a martini garnished simply, yet mixes quite well in traditional mixed cocktails. It is produced carefully in very small batches, handmade, hand bottled, hand labeled, and hand packed.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
087516	El Charro Silver Tequila	498	750 ml	12	59380-11760	\$14.95



El Charro Silver is a clean smooth Tequila made from selected Blue Agave cultivate in the highlands of Jalisco and processed under the most strict quality standards that delivers the unique and exciting taste of the pure Blue Agave.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089383	El Charro Reposado Tequila	499	750 ml	12	59380-11758	\$14.95



Just as 'El Charro' symbolizes the best of Mexico's most popular traditions, so this special Tequila represents the best of the Tequila making traditions. Made from selected Blue Agave from the highlands of Jalisco, El Charro Reposado is double distilled and aged in French limousine vats for a period of six months in the time honored tradition to add complexity and character to its refined taste. It is presented in a traditional package to offer the best of the traditions at the greatest value.

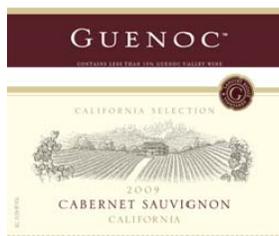
continued...

4) The following One-Time-Only (OTO) items are in the Distribution Center. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

PLEASE READ CASES AVAILABLE AND STORE ORDER LIMITS FOR EACH ITEM.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
472115	Guenoc Cabernet Sauvignon 2007 (California)	864	750 ml	12	81633-18522	\$4.99

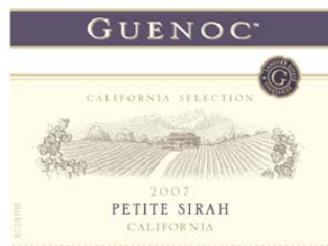
168 CASES – LIMIT 1 CASE PER STORE ORDER 472115



The Guenoc California Cabernet Sauvignon is soft and approachable. Aromas of baked cherry pie are as pronounced on the palate as they are on the nose. The soft smooth texture of this Cabernet carries the fruit through a long finish and will make a perfect pairing with BBQ or tomato based pasta sauce.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
472140	Guenoc Petite Sirah 2007 (California)	899	750 ml	12	81633-30375	\$4.99

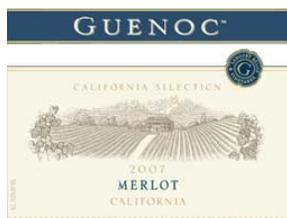
168 CASES – LIMIT 1 CASE PER STORE ORDER 472140



The 2007 California Petite Sirah jumps out of the glass with aromas of blueberry, blackberry and red cherry. In the mouth, the wine is bright and fruity, with a touch of earthiness and oak revealing a long smooth finish. Pair this wine with burgers, barbeque and meaty tomato sauce-based pasta dishes.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
472186	Guenoc Merlot 2007 (California)	885	750 ml	12	81633-30575	\$4.99

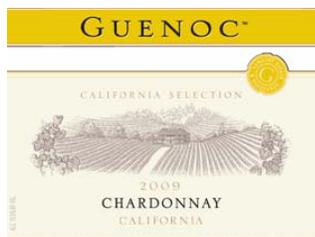
112 CASES – LIMIT 1 CASE PER STORE ORDER 472186



The 2007 California Selection Merlot starts with pleasant aromas red raspberry, bing cherry and dried herbs. Lingering flavors of chocolate and black fruit lead to a dry, yet fruit filled finish; reminding you this is one of the great varieties of Bordeaux. A great pairing with grilled red meat.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
572730	Guenoc Chardonnay 2007 (California)	666	750 ml	12	81633- 28842	\$4.99

112 CASES – LIMIT 1 CASE PER STORE ORDER 572730



This Chardonnay is made primarily from our own estate fruit and displays layers of complexity with only a touch of oak. The wine is notable for its clean, fruit forward flavors with generous peach, pear and juicy fruit aromas. Clean and supple in the mouth, tropical fruit flavors add to the abundant sensory experience, finishing bright and refreshing. Guenoc Chardonnay pairs beautifully with salmon and other seafood, chicken and a variety of appetizers or it can be enjoyed on its own as an aperitif.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
499476	Red Tree Pinot Noir (California)	890	750 ml	12	98756- 00111	\$5.99

224 CASES – LIMIT 1 CASE PER STORE ORDER 499476



Our 2009 Pinot Noir displays aromas of fresh fruits and strawberries, with a hint of oak in the background. This lighter-bodied wine provides cherry flavors on the palate and more red fruits, finishing with soft tannins.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
499477	Red Tree Petite Sirah (California)	888	750 ml	12	98756- 00103	\$5.99

224 CASES – LIMIT 1 CASE PER STORE ORDER 499477



Our 2008 Petite Sirah displays aromas of dark fruits and strawberries, with a hint of herbs in the background. This medium-bodied wine provides a mouthful of blackberry flavors and more red fruits, finishing with soft but full tannins.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902148	Rascal Pinot Gris (Oregon)	669	750 ml	12	12572-00848	\$6.99

224 CASES – LIMIT 1 CASE PER STORE ORDER 902148



Refreshing and delightful flavors and aromatics of crisp apple, peach with a touch of citrus. Nicely balanced with just a touch of sweetness, supported by a lively streak of acidity. An amazing example of a great Oregon Pinot Gris.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902149	Rascal Pinot Noir (Oregon)	889	750 ml	12	12572-00842	\$6.99

224 CASES – LIMIT 1 CASE PER STORE ORDER 902149



Like velvet on the palate, the nose is of dark cherry while the actual flavors add layers of earth, red fruits, smoke, and pepper. The integrated tannins mean this wine is ready to drink now, being a lovely addition to any meal

5) The following repeat One-Time-Only (OTO) item is in the Distribution Center. It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901977	Segura Viudas Brut Reserva Sparkling (Spain)	912	1.5 L	6	33293-68500	\$10.99

104 CASES AVAILABLE ORDER 901977



Segura Viudas Brut Reserva, created from a blend of reserve and non-vintage wines, is clean and delicate, yet rich in flavor. A cuvée of Macabeo, Parellada and Xarel-lo grapes grown in the renowned Alt Penedès region of Spain, the wine is vinified according to méthode champenoise technique and is aged in the bottle for a minimum of three years. This fine cuvée is fairly crisp with an interesting floral note and mouth-pleasing sensation of creaminess.

continued...

6) The following new “seasonal” craft beers from Pyramid, Redhook and Widmer are available to order in the Distribution Center. Quantities are limited. Please order in full cases only. You are encouraged to keep the beer stocked until it’s gone.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929545	Pyramid Snow Cap Seasonal Craft Beer	097	355 ml	24	76420-91108	\$8.94/6pk Or \$1.49 each



Deep mahogany in color, our full-bodied winter warmer is brewed in the spirit of British winter ales. Crafted with a flurry of roasted chocolate and caramel malts, and generously hopped, it delivers a smooth finish that makes this beer the perfect cold weather companion.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929548	Widmer Brrr Winter Ale Seasonal Craft Beer	097	355 ml	24	02770-00700	\$7.68/6pk Or \$1.28 each



Give the gift of beer! More specifically, Brrr! The Widmer Brothers have handcrafted a special ale for the holiday season: a generous red ale. Not quite excessively hopped, with candy sweetness and a velvety finish. Perfect for celebrations.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929549	Redhook Winterhook Ale Seasonal Craft Beer	097	355 ml	24	21242-00004	\$7.68/6pk Or \$1.28 each



The 2010/2011 Winterhook Winter Ale is a rich, full bodied beer with a red chestnut color. It combines imported and local Caramel, Vienna, Pils, Chocolate and NW 2-Row Malts for a complex profile balanced by four hop varieties added in the brewing to emphasize the end hop character (flavor and aroma). Beautifully balanced, the flavors meld to create an overall complex profile with no single ingredient out of harmony.

November 16, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #138

1) The following brands have been closed out or discontinued for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout and discontinued shelf tickets will be sent to you effective December 1, 2010.

Reason:

028806	Quintessential Gin-England, 750 ml	Unavailable
065393	Le Tourment Vert Liqueur, 750 ml	Discontinued by Supplier
090316	Grahams Fine Tawny Port NV – Portugal, 750 ml	Poor Sales
341743	Da Vinci Chianti – Italy, 750 ml	Poor Sales
344210	Santa Margherita Chianti Classico – Italy, 750 ml	Poor Sales
355054	Casarsa Chardonnay – Italy, 1.5 liter	Poor Sales
355059	Casarsa Pinot Grigio/Pinot Blanc – Italy, 1.5 liter	Poor Sales
360330	Da Vinci Pinot Grigio – Italy, 750 ml	Poor Sales
382000	Santa Margherita Pinot Grigio – Italy, 750 ml	Poor Sales
400700	Alamos Cabernet Sauvignon – Argentina, 750 ml	Poor Sales
401020	Alice White Shiraz – Australia, 750 ml	Poor Sales
406777	Concha Y Toro Chardonnay – Chile, 1.5 liter	Poor Sales
411177	Gato Negro Cabernet Sauvignon – Chile, 750 ml	Poor Sales
411180	Gato Negro Merlot – Chile, 750 ml	Poor Sales
411182	Gato Negro Merlot – Chile, 1.5 liter	Poor Sales
416270	Lindeman's Cawarra Shiraz/Cabernet – Australia, 750 ml	Poor Sales
416745	Little Penguin Shiraz – Australia, 750 ml	Poor Sales
417602	Marcus James Merlot – Brazil, 1.5 liter	Poor Sales
417604	Marcus James Chardonnay – Brazil, 1.5 liter	Poor Sales
417607	Marcus James Cabernet Sauvignon – Brazil, 1.5 liter	Poor Sales
420028	Nobilo Sauvignon Blanc – New Zealand, 750 ml	Poor Sales
420435	Jacob's Creek Chardonnay – Australia, 750 ml	Poor Sales
442450	Avery Lane Cabernet Sauvignon WA, 750 ml	Poor Sales
445870	Beringer Third Century Cabernet Sauvignon, 750 ml	Discontinued by Supplier
449660	Carlo Rossi's Paisano Red Table, 1.5 liter	Poor Sales
450130	Bonny Doon Big House Red CA, 750 ml	Poor Sales
461200	Delicato Merlot CA, 750 ml	Poor Sales
461300	Delicato Shiraz CA, 750 ml	Poor Sales
464685	Bonterra Cabernet Sauvignon CA, 750 ml	Poor Sales
464690	Bonterra Merlot CA, 750 ml	Poor Sales
470127	Gallo Cabernet Sauvignon CA, 1.5 liter	Poor Sales
485630	Meridian Cabernet Sauvignon CA, 750 ml	Poor Sales
495150	Pepperwood Grove Cabernet Sauvignon CA, 750 ml	Poor Sales
495155	Pepperwood Grove Merlot CA, 750 ml	Poor Sales
495160	Pepperwood Grove Pinot Noir CA, 750 ml	Poor Sales
499250	Redwood Creek Cabernet Sauvignon CA, 750 ml	Poor Sales
516800	Turning Leaf Reserve Cabernet Sauvignon, 750 ml	Poor Sales
516810	Turning Leaf Reserve Merlot, 750 ml	Poor Sales
519897	Waterbrook Merlot-Cabernet WA, 750 ml	Poor Sales
543900	Avery Lane Chardonnay WA, 750 ml	Poor Sales
546575	Beringer Chardonnay Napa Valley CA, 750 ml	Poor Sales
558880	Covey Run Winemakers Coll Chardonnay WA, 750 ml	Poor Sales
564500	Bonterra Chardonnay WA, 750 ml	Poor Sales

continued...

568082	Glen Ellen Chardonnay CA, 1.5 liter	Poor Sales
600550	Pepperwood Grove Chardonnay CA, 750 ml	Poor Sales
600558	Pepperwood Grove Viognier CA, 750 ml	Poor Sales
611753	Sagelands Riesling WA, 750 ml	Poor Sales
622755	Ste Chapelle Value Series Chardonnay ID, 750 ml	Poor Sales
640905	Almaden Mtn Rose, 1.5 liter	Poor Sales
712182	Piper Heidsieck Brut, 187 ml	Poor Sales
714050	Roederer Brut Premier NV – France, 750 ml	Poor Sales
757850	Roederer Estate Brut NV CA, 750 ml	Poor Sales
900500	Silver Lake Cabernet Sauvignon WA, 750 ml	Poor Sales
900819	Georges Duboeuf Beaujolais Villages – France, 750 ml	Poor Sales
901152	Silver Lake Merlot WA, 750 ml	Poor Sales
901460	Hogue Shiraz WA, 750 ml	Poor Sales
901971	Adelsheim Pinot Gris OR, 750 ml	Poor Sales

2) The following Holiday, OTO and closeout items will have an additional price reduction effective December 1, 2010. You will receive new shelf tickets for December.

001539	Bendistillery 4/pack 100 ml each, 400 ml
001549	Captain Morgan Spiced Rum & Lime Bite 2/pack, 2.0 liter (1.0 liter each)
015529	Bushmills Irish 1608 Anniversary Edition, 750 ml
033991	Alchemia Chocolate Vodka, 750 ml
034153	Back in USSR Vodka, 750 ml
035224	Pinnacle Espresso Flavored Vodka, 750 ml
035239	Three Olives Triple Shot Espresso Vodka, 750 ml
041510	Hangar One Mandarin Blossom Vodka, 750 ml
042066	Appleton Estate Extra 12 Year Rum, 750 ml
042790	Mount Gay Eclipse Silver Rum, 750 ml
042863	Seagram's Smooth Brazilian Rum, 750 ml
042933	10 Cane Rum, 50 ml
044546	Cruzan Guava Rum, 750 ml
047833	Courvoisier Exclusif Cognac, 750 ml
047835	Courvoisier Exclusif Cognac, 50 ml
062394	Margaritaville Watermelon Mojito RTD Cocktail, 1.75 liter
064775	Cointreau Noir Orange Liqueur, 750 ml
067546	Kahlua Hazelnut Liqueur, 750 ml
067686	Heering Cherry Liqueur, 750 ml
069631	Dr. McGillicuddy's Cherry Schnapps, 50 ml
088303	Partida Blanco Tequila, 750 ml
088646	Solo Blanco Tequila, 750 ml
089690	Partida Anejo Tequila, 750 ml
089691	Partida Anejo Tequila, 50 ml
089870	Tequila 30-30 Anejo, 750 ml
090332	Grahams LBV Port – Portugal, 750 ml
355050	Casarsa Cabernet/Merlot – Italy, 1.5 liter
355052	Casarsa Cabernet Sauvignon – Italy, 1.5 liter
355057	Casarsa Merlot – Italy 1.5 liter
355064	Casarsa Pinot Noir – Italy, 1.5 liter
902146	Garlic Lady Bloody Mary Mix/Green Beans/Olives Gift Box, 1.42 liter

continued...

3) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
036952	Moon Mountain Vodka	285	50ml	120	82000-00293	\$1.50



Moon Mountain is made in a small batch (3000 gallons) copper pot still, not the continuous column stills used to produce most vodka these days. The pot still gives the vodka some body. The still is 80 years old and was used to make Gin for most of its life, which gives Moon Mountain additional character. This is a very subtle spirit, by design. On the nose you get touches of honey and grain. On the tongue you get touches of honey once again and that is about it, very little burn, and very little heat. Just a nice smooth vodka. The name pays homage to the Moon Mountain Winery in Sonoma, which appears on the label. The bottle is reminiscent of a wine bottle.

4) The following One-Time-Only (OTO) item is in the Distribution Center. This item 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			
077485	Tarantula Azul – Tequila Citrus	449	50ml	60	85592-11978	\$1.50



Tarantula Blue Cosmo

- 1 ¼ oz Tarantula Azul
- ½ oz Blue Curacao
- ½ oz Cranberry Juice
- 2 Lime Squeezes
- ½ oz Simple Syrup

Combine ingredients in mixing tin with ice. Shake vigorously. Strain into martini glass. Garnish and serve.