

Olympia, Washington 98504-3096

January 6, 2008

BULLETIN

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #002

1) The following One-Time-Only (OTO) items are 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-----------------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 035400 | Pinnacle Orange Flavored Vodka | 265 | 50 ml | 48 | 89708- 46250 | \$1.00 |
| 1 case | 042789 | Mount Gay Eclipse Silver Rum | 300 | 50 ml | 120 | 87236- 95036 | \$1.50 |

2) The following new items are 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-----------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 034697 | Pinnacle Orange Flavored Vodka | 265 | 750 ml | 12 | 89708- 46242 | \$13.95 |

Pinnacle Vodka

Handcrafted, small batch vodka imported from France. The time-honored recipe has been handed down from generation to generation. Distilled with spring water from the Champagne region of France. A silver medal winner at the 2004 San Francisco World Spirits Competition.

Jack of Clubs

1 oz. Coconut Jack Rum

1 oz. Pinnacle Orange Vodka

2 oz. club soda

1 oz. orange juice

1 oz. pineapple juice

Mix in a glass filled with ice and garnish with a pineapple slice.

continued...

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|----------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 063850 | TGI Fridays Passion Mojito | 398 | 750 ml | 12 | 82000- 74088 | \$8.95 |

Enjoy this delicious spin on the traditional rum mojito with mango, passion fruit and mint flavors.

3) 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 TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-----------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 027081 | (ri) 1 Straight Rye Whiskey | 181 | 750 ml | 3 | 80686- 17801 | \$43.95 |

(ri)1 is a solid rye offering — deep color, pleasant nose and a smooth, slightly warm taste.

It's a very straightforward, deliberate whiskey. There are two levels to the taste: honey on the tongue at first and then a peppery finish. It's more controlled and less layered than a bourbon or scotch.

It's a quality whiskey that is satisfying straight but ideal for cocktails.

It

January 9, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #003

1) 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 |
|---------------|---------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 901996 | Lindeman's Merlot 2006 (Australia) | 840 | 750 ml | 12 | 12354- 08999 | \$3.99 |

LINDEMANS Bin 40 Merlot 2006



LINDEMANS wines promise more than the partnering of quality grapes and craftsmanship. Every wine also contains the spirit and passion of our founder - Dr Henry J. Lindeman. The LINDEMANS Bin Series wines are made with fruit sourced from key grape growing regions in Australia. This ability of LINDEMANS to source and blend wines from different regions produces wine of a consistently outstanding quality regardless of varying vintage conditions. The generous flavours and contemporary, easy-drinking style of LINDEMANS Bin 40 Merlot combines easily with food and most social occasions to deliver maximum enjoyment from the first glass to the last.

Regional Source

This wine is sourced from premium wine regions across south east Australia.

Vintage Conditions

2006 was a relatively early vintage, with low rainfall and warm weather contributing to an early budburst and flowering. Mild to warm weather throughout summer helped the fruit to mature well and rains at harvest allowed fruit to ripen well with good varietal character.

Grape Variety

Merlot

Maturation

Parcels of this wine were matured with French and American oak.

Winemaker Comments: Paul Milton

Colour

Bright crimson red with ruby highlights.

Nose

Red and black berry aromas merge with touches of spice, vanilla and more chocolatey, earthy notes.

Palate

A soft and elegant, medium bodied Merlot with delicious red berry flavours that are supported by darker, earthier tones. Maturation with oak adds a creamy, almost nutty complexity to the long, soft finish.

Wine Analysis

Alc/Vol: 13.5%

Food Matches

Ideally suited to beef, lamb and pasta.

lt

January 13, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #005

1) The following One-Time-Only item has stock 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 |
|---------------|----------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 035135 | Finlandia Grapefruit Vodka | 265 | 50 ml | 120 | 81128- 03236 | \$1.50 |

January 16, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #006

1) 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 February 1, 2009.

Reason:

| | | |
|--------|---|------------------------------|
| 001662 | Flor De Cana Centenario 18 Year Rum w/Decanter, 750 ml | Holiday One-Time-Only (2007) |
| 002357 | Imperia Russian Vodka w/Glasses, 750 ml | One-Time-Only |
| 002525 | Pennsylvania Dutch Brandied Apple Cider w/Glass, 200 ml | Holiday One-Time-Only |
| 035016 | Vampyre Clear Vodka, 750 ml | Spooky Spirit OTO |
| 035089 | Vampyre Red Vodka, 750 ml | Spooky Spirit OTO |
| 046755 | Rogue Spirits Dark Rum, 750 ml | One-Time-Only |
| 046760 | Rogue Spirits White Rum, 750 ml | One-Time-Only |
| 047972 | Chateau Fontpoint XO Cognac w/Cigar Cutter, 750 ml | One-Time-Only |
| 053726 | Lairds Rare Apple Brandy, 750 ml | Holiday One-Time-Only (2007) |
| 056720 | Clear Creek Eau De Vie of Douglas Fir Brandy, 375 ml | Holiday One-Time-Only (2007) |
| 059100 | Evan Williams Egg Nog, 750 ml | Holiday One-Time-Only |
| 061616 | Pennsylvania Dutch Egg Nog, 750 ml | Holiday One-Time-Only |
| 061618 | Pennsylvania Dutch Egg Nog, 1.75 liter | Holiday One-Time-Only |
| 062806 | Old New England Egg Nog, 750 ml | Holiday One-Time-Only |
| 064757 | Cockspur Rum Punch, 750 ml | One-Time-Only |
| 065176 | Holly Toddy Rum & Brandy, 750 ml | One-Time-Only |
| 073190 | Clear Creek Loganberry Liqueur, 375 ml | Holiday One-Time-Only (2007) |
| 410290 | Evil Cabernet Sauvignon, 750 ml | Spooky Spirit OTO |
| 422537 | Pure Evil Chardonnay, 750 ml | Spooky Spirit OTO |
| 517305 | Vampire Merlot, 750 ml | Spooky Spirit OTO |
| 633870 | Vampire Chardonnay, 750 ml | Spooky Spirit OTO |
| 901900 | Mionetto Il Prosecco Sparkling 2 Pack w/6 Flutes, 1.5 liter | Holiday One-Time-Only (2007) |

The following Holiday One-Time-Only items were closed out January 1, 2009. There will be an additional price reduction effective February 1, 2009. You will receive new shelf tickets for February.

| | |
|--------|---|
| 325050 | Nurnberger Markt Gluhwein, 1.0 liter |
| 950131 | Turin Chocolates 6 Piece Jose Cuervo Especial, 2.1 oz |
| 950132 | Turin Chocolates 6 Piece Kahlua, 2.1 oz |
| 950155 | Weinrich Chocolate Bar Orange Truffle, 3.5 oz |
| 950177 | Turin Chocolates Tube Jack Daniel's, 7.0 oz |
| 950184 | Turin Chocolates Diamond Baileys, 8.5 oz |
| 950188 | Very Special Chocolates Grand Assortment, 4.2 oz |
| 950194 | Schlunder Cappuccino Liqueur Cake, 14.0 oz |
| 950196 | Weinrich Chocolate Bar Cognac Truffle, 3.5 oz |

continued...

950202 Asbach Chocolate Cherries in Small Box, 3.53 oz
 950204 Turin Chocolates 6 Piece Jack Daniel's, 2.1 oz
 950206 Turin Chocolates 6 Piece Baileys, 2.1 oz
 950210 Schlunder Jamaican Rum Liqueur Cake, 14.0 oz
 950211 Butlers Jameson Irish Whiskey Truffles, 4.41 oz
 950212 Turin Chocolates Acrylic Box Grand Marnier, 5.64 oz
 950213 Turin Chocolates Acrylic Box Kahlua, 5.64 oz
 950214 Turin Chocolates Tube Baileys, 7.0 oz
 950215 Turin Chocolates 6 Piece Cherries, 2.1 oz
 950216 Turin Chocolates 6 Piece Grand Marnier, 2.1 oz
 950217 Turin Chocolates Shaker Grand Marnier, 10.58 oz
 950218 Turin Chocolates Shaker Kahlua, 10.58 oz

2) The following closeout items will have an additional price reduction effective February 1, 2009. You will receive new shelf tickets for February.

056996 Alize Wild Passion, 750 ml
 067251 Wasabi Vodka w/Sake, 750 ml
 071444 After Shock Hot & Cool Cinnamon Liqueur, 375 ml
 077382 Shakka Kiwi Liqueur, 750 ml
 087380 Corazon de Agave Blanco Tequila, 750 ml

3) The following brand is changing from 187 ml bottles to 250 ml bottles. The unit retail remains the same at \$1.50 (4/pk = \$6.00). You will receive a shelf ticket with the new size effective February 1, 2009.

BRAND

CODE DESCRIPTION

568103 Glen Ellen Chardonnay 4/pk, 250 ml

The following wine is on TPR in January, February and March. The regular and TPR retails will be higher for February and March. Please make a new shelf ticket for February and March with the following information. Your current TPR shelf ticket is correct for January.

901971, Adelsheim Pinot Gris OR, 750 ml
 Regular Retail - \$18.26
 TPR Retail - \$16.25
 Savings - \$2.01

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 | | | |
| 034684 | Grey Goose La Poire Vodka | 265 | 50 ml | 120 | 80480- 28336 | \$3.00 |

It

January 23, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #008

1) The following item has inventory in the Distribution Center and is available to order. Please make a shelf ticket with the retail of \$7.99. Please order in the normal manner.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 410388 | Fauna Sauvignon Blanc -New Zealand | 649 | 750 ml | 12 | 57846- 00160 | \$7.99 |

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

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 041280 | Burnett's Ultra Blue Raspberry Vodka | 290 | 750 ml | 12 | 96749- 20508 | \$10.95 |

Produced under the same exacting quality standards as the quadruple-distilled, triple-filtered unflavored vodka, Burnett's Flavored Vodka is now available in Ultra Blue Raspberry. This vodka is made with the highest quality all natural flavors, all in the distinctive upscale packaging that makes Burnett's stand out on the shelf.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 067686 | Heering Cherry Liqueur | 460 | 750 ml | 12 | 10108- 01031 | \$24.95 |

Since 1818, this cherry cordial has been produced in Denmark without any artificial ingredients, colors, or flavors from a tip secret Herring family recipe. The sweet, full-bodied liqueur became famous in 1915 with the creation of the Singapore Sling. HEERING® Cherry Liqueur is a classic liqueur that is matured for three years. To be served on its own, with or without ice, or as a mixer in cocktails and long drinks such as the world-famous Singapore Sling (see recipe below).

1 oz gin
1/2 oz cherry brandy
4 oz pineapple juice
1/2 oz lime juice
1/4 oz Cointreau® orange liqueur
1/4 oz benedictine herbal liqueur
1/3 oz grenadine syrup
1 dash Angostura® bitters



It

January 30, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #010

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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|---------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 069861 | Par-D-Schatz Herb Liqueur | 410 | 50 ml | 120 | 83103- 17774 | \$1.25 |

2) 617890 - SNOQUALMIE WINEMAKER SELECT RIESLING:

This wine is temporarily out of stock until the new vintage is released. We anticipate the release in March. You will be notified in a merchandise bulletin when the new vintage arrives in the Distribution Center.

February 6, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #013

1) The following 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. Please order in full cases only.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 089045 | Aha Toro Anejo Tequila | 499 | 50 ml | 60 | 30071- 94152 | \$6.50 |

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. This item is limited to one case per outlet. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 036651 | Koenig Idaho Potato Vodka | 285 | 50 ml | 96 | 81622- 06050 | \$1.75 |

Clear. Very creamy marshmallow taffy and toasted meringue aromas follow through on a very smooth and silky entry to a dryish medium with great supple texture and a smooth frosted cereal, wet stone and light pepper fade.

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February 13, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #015

1) 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 March 1, 2009.

Reason:

| | | |
|--------|---|--------------------------|
| 062092 | Kahlua RTD Spiced Holiday Nog, 1.75 liter | One-Time-Only |
| 090090 | Cockburns 10 Year Tawny Port-Portugal, 750 ml | Discontinued by Supplier |
| 263050 | Rene Junot Red Table, 1.5 liter | Discontinued by Supplier |
| 462095 | Dracula Zinfandel, 750 ml | Spooky Spirit OTO |
| 929547 | Rogue Dead Guy Ale 6/pack, 355 ml | Spooky Spirit OTO |

The following closeout Holiday and One-Time-Only items will have an additional price reduction effective March 1, 2009. You will receive new shelf tickets for March.

| | |
|--------|---|
| 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 |
| 065176 | Holly Toddy Rum & Brandy, 750 ml |
| 325050 | Nurnberger Markt Gluhwein, 1.0 liter |
| 950131 | Turin Chocolates 6 Piece Jose Cuervo Especial, 2.1 oz |
| 950132 | Turin Chocolates 6 Piece Kahlua, 2.1 oz |
| 950155 | Weinrich Chocolate Bar Orange Truffle, 3.5 oz |
| 950177 | Turin Chocolates Tube Jack Daniel's, 7.0 oz |
| 950184 | Turin Chocolates Diamond Baileys, 8.5 oz |
| 950188 | Very Special Chocolates Grand Assortment, 4.2 oz |
| 950194 | Schlunder Cappuccino Liqueur Cake, 14.0 oz |
| 950196 | Weinrich Chocolate Bar Cognac Truffle, 3.5 oz |
| 950202 | Asbach Chocolate Cherries in Small Box, 3.53 oz |
| 950204 | Turin Chocolates 6 Piece Jack Daniel's, 2.1 oz |
| 950206 | Turin Chocolates 6 Piece Baileys, 2.1 oz |
| 950210 | Schlunder Jamaican Rum Liqueur Cake, 14.0 oz |
| 950211 | Butlers Jameson Irish Whiskey Truffles, 4.41 oz |
| 950212 | Turin Chocolates Acrylic Box Grand Marnier, 5.64 oz |
| 950213 | Turin Chocolates Acrylic Box Kahlua, 5.64 oz |
| 950214 | Turin Chocolates Tube Baileys, 7.0 oz |
| 950215 | Turin Chocolates 6 Piece Cherries, 2.1 oz |
| 950216 | Turin Chocolates 6 Piece Grand Marnier, 2.1 oz |
| 950217 | Turin Chocolates Shaker Grand Marnier, 10.58 oz |
| 950218 | Turin Chocolates Shaker Kahlua, 10.58 oz |

2) The following malt beverage will be on TPR in March 2009. Please make a shelf ticket with the following information.

| |
|--|
| 929541, Alaskan Amber Ale 6/pack, 355 ml |
| Regular Retail - \$10.14 |
| TPR Retail - \$8.52 |
| Savings - \$1.62 |

continued...

3) 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

4) The following One-Time-Only (OTO) item is in the Distribution Center. Selected stores received this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you did not receive an allocation please order in the normal manner. Please limit your weekly order to a maximum of one case or the equivalent of one week of sales. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 005702 | Oban 18 Year Malt Scotch | 100 | 750 ml | 6 | 88076- 17249 | \$149.95 |

5) 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 | | | |
| 064000 | Absente Absinthe Refined Liqueur | 449 | 750 ml | 12 | 89768- 21102 | \$40.95 |



Although marketed as "Absinthe refined" it contains no grande wormwood (*Artemisia absinthium*) but instead uses southern wormwood (*Artemisia abrotanum*) and is closer in form to pastis and not absinthe. Southern wormwood's constituents are different from grande wormwood. The supposed decreased thujone content allows Absente to be sold in the U.S.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 064775 | Cointreau Noir Orange Liqueur | 450 | 750 ml | 6 | 87236- 56569 | \$59.95 |



Cointreau is a common ingredient in many cocktails, and it has been for generations. Its makers are marketing this new blend of the orange liqueur with Remy Martin Cognac as a less sweet version of the original meant to be sipped straight or over ice rather than become part of a mix. On the nose, the familiar bright orange Cointreau fragrance comes spilling out of the copper-clad bottle. But the presence of Remy markedly changes the flavor, lightening it considerably and adding that signature warmth that only cognac can. At 40% abv (80 proof), the alcohol level remains the same as the pre-cognac expression.

It

February 20, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #017

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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 003138 | Jagermeister with Pewter Shot Glass | 15 | 750 ml | 12 | 83089- 66092 | \$23.95 |
| 042561 | Gosling Black Seal Black Rum | 305 | 50 ml | 120 | 21094- 19909 | \$1.75 |

February 25, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #019

1) 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 402965 | Black Opal Cabernet/Merlot (Australia) | 840 | 750 ml | 12 | 98137- 00202 | \$3.99 |

Black Opal Cabernet Merlot is deep crimson to purple. The aromas display excellent regional and varietal characters of berry and spice. These scents follow through with rich cherry and plum flavors, a hint of chocolate and a subtle touch of oak. The flavors develop well and finish with a long finely textured mouth feel. The Cabernet Sauvignon (62%) provides depth and cellaring potential. The Merlot (38%) in this well-balanced blend softens the palate to ensure this wine is enjoyable to drink immediately.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 402967 | Black Opal Shiraz (Australia) | 840 | 750 ml | 12 | 98137- 00208 | \$3.99 |

Black Opal Shiraz is rich red in the glass. Aromas of blackberry, pepper and spice followed with rich plum flavors round out the palate. Soft tannins give structure to the fruit-driven palate.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 402968 | Black Opal Chardonnay (Australia) | 640 | 750 ml | 12 | 98137- 00200 | \$3.99 |

Black Opal Chardonnay is bright straw in color. Aromas of peach, melon and citrus develop into a crisp and delicious finish. Following harvesting, careful crushing and pressing ensured limited skin contact to enhance character whilst retaining subtlety. Some portions of fruit were fermented with French and American oak to develop complexity.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 402969 | Black Opal Cabernet Sauvignon (Australia) | 840 | 750 ml | 12 | 98137- 00204 | \$3.99 |

The Black Opal Cabernet Sauvignon is a wine of great finesse and character, highlighting the very best of full-flavored Australian red wine. The rich aromas of blackcurrant, mint and spice on the nose carry through as flavors in a balanced palate offering fruit flavor, subtle oak and soft, well-integrated tannins. This is a classic Australian red wine made from the world's most noble red variety.

2) 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 |
|---------------|---|--------------------------|-------|----------------|-----------------|-----------------|
| 416736 | Little Penguin Chardonnay 2006 (Australia) | 640 | 1.5 L | 6 | 12354- 01004 | \$5.99 |

Like a South Australian Sunrise, this tasty white has starlight brightness with light straw hues. The nose is refreshingly tropical with hints of melon and Hawaiian pineapple leading into zippy fresh chardonnay fruit. With lovely balance and incomparable elegance, this Australian chardonnay wine pairs exquisitely with seafood, poultry and soft cheeses.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 512055 | Stone Cellars Merlot 2006 (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 |
|---------------|--------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 525500 | Wrangler Red Blend | 859 | 750 ml | 12 | 57846- 00200 | \$2.99 |

A bargain-priced blend... Seamlessly aromatic bouquet with delicious flavors of spicy black cherry, boysenberry, licorice, vanilla and cinnamon spice. Deep, fruity and well structured to boot. It is a blend of red varietals married together with a dark deep garnet purple color. Big, bold, soft tannins, nicely balanced with a lingering finish. To give it complexity, this wine was aged with French and American oak.

It

February 27, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #021

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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|---------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 036652 | Koenig Idaho Potato Vodka | 285 | 750 ml | 12 | 81622- 06750 | \$19.95 |

Clear. Very creamy marshmallow taffy and toasted meringue aromas follow through on a very smooth and silky entry to a dryish medium with great supple texture and a smooth frosted cereal, wet stone and light pepper fade. A delicious and well crafted vodka.

2) 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 463345 | Estancia Zinfandel 2006 (California) | 898 | 750 ml | 12 | 83085- 30150 | \$6.99 |

A juicy, lively, medium-bodied red wine. Deep garnet in appearance with a crimson hue. Hints of dark berries, red plum, cocoa bean, nutmeg and vanilla fill the nose. Ripe boysenberry and black cherry flavors are accented by notes of dark chocolate and cinnamon. Soft hints of creamy vanilla accompany the lingering finish. Perfect for sipping in the company of good friends and good food or for cellaring over the next five years.

| 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.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 617490 | Simi Sauvignon Blanc 2007 (California) | 693 | 750 ml | 12 | 88415- 78465 | \$6.99 |

Bright, light straw in color with a slight green cast. Aromas of lime zest, honey dew melon, fresh grass and green fig lifted by a hint of minerality. Flavors consist of a citrusy blend of lemon, lime, mandarin and grapefruit, sweetened with green apple and fig layered with minerals and a crisp, clean finish. A small amount of Sémillon is blended in to help develop richness on the palate.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 679100 | Simi Rose 2007 (California) | 758 | 750 ml | 12 | 83085- 91111 | \$6.99 |

Appearance: Cranberry with rose hues Aroma: Papaya, guava, peach and red raspberry accented with white flowers and licorice Flavor: Wild strawberry and pineapple, crisp, lush and refreshing with a dash of white pepper on the finish.

March 3, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #025

1) 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 065393 | Le Tourment Vert Liqueur | 410 | 750 ml | 6 | 83431- 00004 | \$49.95 |

Unlike many absinthes, Le Tourment is quite sweet, so much so that it cuts the licorice aroma when you first take a sip. The licorice returns on the finish, dissolving into herbal notes (which must be the Saveurs d'Herbes mentioned on the label).

The bottle is a real work of art, etched glass with the face of a demon, women's faces in profile, and that inimitable green fairy hidden amongst the swirls. When full of the green stuff, the effect is quite striking.

March 6, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #027

1) The following One-Time-Only (OTO) items are in the Distribution Center. These items are not being automatically forced out. Limited quantities of these items were received, so your order needs to be limited to two cases. Please order in the normal manner. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 088670 | Tezon Blanco Tequila | 498 | 750 ml | 6 | 80432- 10092 | \$18.95 |
| 089928 | Tezon Anejo Tequila | 499 | 750 ml | 6 | 80432- 10094 | \$19.95 |
| 089929 | Tezon Reposado Tequila | 499 | 750 ml | 6 | 80432- 10093 | \$18.95 |

March 10, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #030

1) 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-----------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 047833 | Courvoisier Exclusif Cognac | 351 | 750 ml | 12 | 80686- 96302 | \$45.95 |

Courvoisier Exclusif is designed to be mixed, it is smooth and delicate with a distinctive, mellow taste. It is crafted from a blend of cognacs, aged up to 12 years. It holds its own unique character in the company of ice an mixers.

It

March 13, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #032

1) Please be aware of the following case code labels, at time of receipt on the following item:

034452 – Ketel One Vodka, 50 ml

The case code label reads brand 034451. The units and cases scan correctly as 034452.

2) 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 April 1, 2009.

Reason:

| | | |
|--------|--|--------------------------|
| 005816 | Pinch 15 Year Scotch, 750 ml | Poor Sales |
| 009546 | Potter's Scotch, 750 ml | Poor Sales |
| 012664 | Canadian Woods, 375 ml | Poor Sales |
| 015248 | Windsor Supreme 3 Year Canadian, 1.75 liter | Poor Sales |
| 015711 | Michael Collins Irish Whiskey, 750 ml | Poor Sales |
| 029488 | Booth's High & Dry Gin, 1.75 liter | Poor Sales |
| 029728 | Calvert Gin, 1.75 liter | Poor Sales |
| 034153 | Back In USSR Vodka, 750 ml | Poor Sales |
| 034440 | Iceberg Vodka, 750 ml | Poor Sales |
| 035099 | Nemiroff Honey Pepper Flavored Vodka, 750 ml | Poor Sales |
| 035155 | Vincent Van Gogh Acai Blueberry Vodka, 750 ml | Poor Sales |
| 038010 | Square One Organic Vodka, 750 ml | Poor Sales |
| 042783 | Tommy Bahama Golden Sun Gold Rum, 750 ml | Poor Sales |
| 044468 | Cruzan Citrus Flavored Rum, 750 ml | Poor Sales |
| 062054 | Kahlua B52 4/pk, 200 ml each | Poor Sales |
| 062070 | Kahlua Vanilla White Russian 4/pk, 200 ml each | Poor Sales |
| 064666 | Celtic Crossing Irish Liqueur, 750 ml | Poor Sales |
| 064817 | Danny Devito's Limoncello Liqueur, 750 ml | Poor Sales |
| 066554 | Saan Soju, 375 ml | Poor Sales |
| 068841 | Saint Brendan's Irish Cream Liqueur, 50 ml | Poor Sales |
| 075881 | Margaritaville Last Mango, 750 ml | Poor Sales |
| 077136 | Raspberry Di Amore Liqueur, 750 ml | Poor Sales |
| 077464 | Starbucks Coffee Liqueur, 750 ml | Discontinued by Supplier |
| 080389 | Starbucks Cream Liqueur, 750 ml | Discontinued by Supplier |
| 082876 | Dekuyper Hot Damn! Burst 48 Proof Schnapps, 750 ml | Poor Sales |
| 087505 | Gran Centenario Plata Tequila, 750 ml | Poor Sales |
| 249200 | Georges Duboeuf Beaujolais Nouveau '08, 750 ml | One-Time-Only |
| 429976 | Yellow Tail Pinot Noir – Australia, 750 ml | Discontinued by Supplier |
| 456616 | Columbia Crest "H3" Cabernet Sauvignon, 750 ml | Discontinued by Supplier |
| 626700 | Ch Ste Michelle Semillon WA, 750 ml | Discontinued by Supplier |
| 901332 | Joseph Drouhin '08 Beaujolais Nouveau, 750 ml | One-Time-Only |

3) Brand Code 617890, Snoqualmie Winemaker Select Riesling WA, 750 ml, is back in stock in the Distribution Center. Please order in the normal manner. You were notified in Alert Bulletin #020 dated February 26, 2009 that the price changed and to make a new shelf ticket effective March 1, 2009.

617890, Snoqualmie Winemakers Select Riesling WA, 750 ml

Regular Retail - \$7.18

TPR Retail - \$5.99

Savings - \$1.19

4) The following 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. Please order in full cases only.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 064002 | Absente Absinthe Refined Liqueur | 449 | 100 ml | 72 | 89768- 21700 | \$6.00 |

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 |
|---------------|-----------------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 035400 | Pinnacle Orange Flavored Vodka | 265 | 50 ml | 48 | 89708- 46250 | \$1.00 |

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 |
|---------------|-----------------|--------------------------|--------|----------------|-----------------|-----------------|
| 032700 | Voyager Dry Gin | 225 | 750 ml | 12 | 98322- 00206 | \$27.70 |

The first part of the process was to bring the still strength gin from 156 proof down to the drinking strength of 84 proof. This was done by blending in purified water and testing it for proof. The next step was to fill the bottles. The newly proofed spirit is now pulled through via a sterile filter into the bottle filler. The next step is to actually fill and hand cork the bottles.

Clipper Ship

2 ounce gin

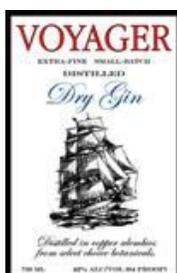
1 ounce St-Germain

1/2 ounce lime juice

1 dash absinthe

Garnish: Lime twist

Shake with ice, strain into a cocktail glass.



| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-----------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 40800 | Skyy Infusions Cherry Vodka | 290 | 750 ml | 12 | 21059- 65750 | \$17.95 |



Infused with premium SKYY Vodka and succulent real fruit. Light and flavorful with a finish of authentic, creamy dark cherry overtones.

7) 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|---------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 89130 | Chamucos Reposado Especial Tequila | 499 | 750 ml | 12 | 72326- 00027 | \$46.95 |



Visually like a blanco but rested enough to make it smooth, Chamucos comes out of the night to bring drinkers a sweet agave taste balanced by heavier flavor complexities.. A delicate entry leads to a dry, light-to medium body with roasted fruit and brown spices. Finishes nicely with a dried fruit fade. Tequila Chamucos is a smooth, fruity spirit made from 100% blue agave. The Reposado has been specially aged in white oak barrels, produced and bottled in Mexico.

March 17, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #035

1) 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|----------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 040992 | Smirnoff Twist of Melon Vodka | 290 | 750 ml | 12 | 82000- 74426 | \$12.95 |

Smirnoff Melon Flavored Vodka is made with the essence of melon flavors & vodka triple distilled and filtered in a unique process.

Melon "tini"

1.5 oz Smirnoff Twist Melon Fusion Vodka
Splash of pineapple juice.
Combine ingredients into a cocktail shaker.
Shake, strain, serve up in a martini glass.
Garnish with fresh honeydew or cantaloupe.

MelonAde

1.5 oz Smirnoff Twist Melon Fusion Vodka
4 oz lemonade (yellow)
Pour into a tall glass over ice. Garnish with
a Lemon wedge or a fresh melon ball.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 040997 | Smirnoff Twist of Pomegranate Vodka | 290 | 750 ml | 12 | 82000- 74038 | \$12.95 |

Domestic pomegranate-flavored vodka made with Smirnoff vodka and natural fruit flavors. Triple distilled and filtered in a unique process to ensure smoothness. Fresh, fruity pomegranate taste with a delicate hint of berries. Mix with your favorite fruit juice or soda.

It

March 20, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #036

1) 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|----------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 034202 | 42 Below Vodka | 255 | 750 ml | 12 | 21012- 62012 | \$17.95 |

42 Below is New Zealand's entry into the vodka world (the name refers to the latitude of the distillery), a sweetish spirit thrice distilled from "GE Free" wheat and "washed in spring water" until it hits 84 proof, then distilled once more. The result is a more rustic vodka but one that offers interesting complexity that grows as you sip it. There's a medium-strength nuttiness here, rare in vodkas, balanced by a nicely sweet aftertaste and a slightly bitter, metallic finish. It is still unmistakably a vodka, but it's complex in the way that gin can be, with hints of citrus on the palate, too. And yet it's easy to drink, too. It's definitely worth a spot in the old liquor cabinet for cocktails or sippin' as shots.

Honey Suckle

30 mls of 42 Below vodka
1 dash of Runny Honey
1 dash of Lime Juice
1 dash of Orange Juice
Orange zest to garnish



Glass: Cocktail

Recipe: Combine 42 Below vodka, honey and juices in a cocktail shaker, and fill with ice. Shake vigorously, and strain into a chilled cocktail glass. Garnish with a flumed orange zest.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 063353 | Smirnoff Tuscan Lemonade | 398 | 750 ml | 12 | 82000- 74351 | \$12.95 |

Introducing the newest Ready-To-Serve cocktail made with SMIRNOFF No. 21 Vodka, Limoncello Liqueur from Southern Italy, and a hint of citrus flavors, SMIRNOFF Tuscan Lemonade. Simply serve and always drink responsibly.

continued...

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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 003614 | Don Julio Blanco Tequila with Two Glasses | 15 | 750 ml | 6 | 83960- 72661 | \$47.95 |
| 034269 | Grey Goose Le Citron Vodka | 265 | 50 ml | 120 | 80480- 28207 | \$3.00 |
| 034431 | Grey Goose L'Orange Vodka | 265 | 50 ml | 120 | 83089- 56015 | \$3.00 |

March 27, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #038

1) The April retail for 901997 is being reduced to \$1.00. Please make a new April shelf ticket for this item. You will receive a new shelf ticket for May 2009.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | APRIL RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|--------------------------|
| 901997 | Glen Ellen Chardonnay 4/pk (187 ml) | 666 | 187 ml | 24 | \$1.00 |

2) We have received a limited number of cases of the following item. When you order full cases of this item you will receive the special packaging listed while supplies last. 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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 043136 | Bacardi Limon Rum with Bacardi Peach Red Rum 50 ml On-Pack (12 on 12) | 320 | 750 ml | 12 | 80480- 35540 | \$15.95 |

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. 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-----------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 034450 | Ketel One Citroen Vodka | 265 | 50 ml | 120 | 85156- 00050 | \$2.25 |
| 1 case | 34452 | Ketel One Vodka | 260 | 50 ml | 120 | 85156- 40495 | \$2.25 |
| 1 case | 40801 | Skyy Infusions Cherry Vodka | 290 | 50 ml | 72 | 21059- 65050 | \$1.50 |

continued...

4) 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.

| UNITS | BRAND | LIQUOR | UNITS/ | UPC | RETAIL | | |
|--------|-------------|---------------------------|--------|--------|--------|-------------|---------|
| ALLO- | CODE | TYPE | CASE | # | PRICE | | |
| CATED | DESCRIPTION | CODE # | SIZE | | | | |
| 1 case | 066836 | St Germain French Liqueur | 449 | 750 ml | 6 | 98804-00100 | \$33.25 |

Fine artisanal French liqueur. All natural, made from 100% fresh, handpicked elderflowers blossoms. Subtle yet complex flavor. Low sugar content, roughly half that of other liqueurs. Easily pairs with a variety of spirits in many cocktails. Elegant French-inspired bottle to adorn your back bar. Because St-Germain is 100% all natural and has no preservatives, it is recommended to consume within six months after opening for optimum flavor.

5) 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 | LIQUOR | UNITS/ | UPC | RETAIL | | |
|--------|---|--------|--------|--------|-------------|--------|
| CODE | DESCRIPTION | TYPE | # | PRICE | | |
| | | CODE # | SIZE | | | |
| 370200 | Mezzacorona Cabernet Sauvignon 2006 (Italy) | 839 | 750 ml | 12 | 87241-88105 | \$3.99 |

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 | LIQUOR | UNITS/ | UPC | RETAIL | | |
|--------|-------------------------------------|--------|--------|--------|-------------|--------|
| CODE | DESCRIPTION | TYPE | # | PRICE | | |
| | | CODE # | SIZE | | | |
| 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.

March 31, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #041

1) The following item is a Summer Spirit Promotion OTO. If you receive this item, please be aware of the case code labels at time of receipt:

002388 - E & J SUPERIOR RESV VSOP W/FLASK, 750 ML

The case code label reads brand 052578. The units and cases scan correctly as 002388.

2) The following repeat One-Time-Only (OTO) item is in the Distribution Center. Selected stores received two cases. Please limit your weekly order to a maximum of two cases or the equivalent of one week of sales. Please order in the normal manner. Split case available.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 005696 | Oban Single Malt 14 Year Scotch | 100 | 750 ml | 12 | 88076- 16005 | \$66.95 |

3) 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 628735 | Stone Cellars Pinot Grigio 2007 (California) | 699 | 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.



It

April 10, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #044

1) We have received a limited number of cases of the following item. When you order full cases of this item you will receive the special packaging listed while supplies last. 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 043028 | Admiral Nelson Spiced Rum with Camouflage Hat On-Pack (3 on 6) | 320 | 1.75 L | 6 | 88352- 11526 | \$27.95 |

2) The following 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. Please order in full cases only.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-----------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 047835 | Courvoisier Exclusif Cognac | 351 | 50 ml | 144 | 80686- 96303 | \$3.50 |

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. 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 040994 | Smirnoff Twist of Melon Vodka | 290 | 50 ml | 120 | 82000- 00197 | \$1.25 |
| 1 case | 40999 | Smirnoff Twist of Pomegranate Vodka | 290 | 50 ml | 120 | 82000- 00180 | \$1.25 |

continued...

4) The following new item is in the Distribution Center. Additional sizes are not automatically allocated. Depending on your store's marketing designation, managers are reminded to order and immediately display this item upon receipt in their outlets. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 011295 | Crown Royal Canadian Traveler | 110 | 375 ml | 24 | 82000- 00172 | \$14.95 |

April 15, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #047

1) 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|---------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 035354 | Absolut Mango Vodka | 265 | 750 ml | 12 | 35229- 00142 | \$23.45 |

ABSOLUT MANGO is made exclusively from natural ingredients is full-bodied and juicy with a character of ripe mango and notes of tropical fruits it doesn't contain any added sugar it is distilled an infinite number of times.

ABSOLUT Mango Crustation

4 parts ABSOLUT Mango
3 parts Lemon Juice
2 parts Simple Syrup



Shake all the ingredients and fine-
glass. Garnish with a lemon twist.

strain into a well chilled sugar rimmed cocktail

ABSOLUT Mango Mojito

4 parts ABSOLUT Mango
2 part Lime Juice
2 parts Sugar Syrup
1 tablespoon Sugar
Soda Water
Mint Leaves



Muddle mint leaves with sugar in a long drink glass and add crushed ice. Build the vodka, lime juice and syrup over the ice and stir. Top up with soda water and more ice. Garnish with mint leaves and bits of mango.

ABSOLUT Cinnamango Sour

1 part ABSOLUT Mango
1 part Lemon Juice
1 part Sugar Syrup
1 dash Egg White
Grated Cinnamon



Shake with ice and strain to a ice filled rocks glass. Garnish with a mango wedge and a cinnamon stick.

continued...

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 041209 | Firefly Sweet Tea Vodka | 290 | 750 ml | 12 | 97291- 00007 | \$20.95 |



Summertime in the sweltering South calls for that thirst relieving concoction known as sweet tea. Now a South Carolina distiller has created a liquored-up version Firefly Sweet Tea Vodka is an infusion of American Tea and Firefly Vodka which is a muscadine grape vodka. The new flavor is a huge hit in Charleston where local bartenders are creating new tasty drinks for summer sippers.

lt

April 17, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #048

1) 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 May 1, 2009.

| | | <u>Reason:</u> |
|--------|--|----------------------------|
| 048090 | Hardy XO Cognac w/2 Snifters, 750 ml | Holiday 2007 One-Time-Only |
| 051354 | Mazzetti Grappa Le Rose, 375 ml | Holiday 2007 One-Time-Only |
| 379730 | Ruffino Il Ducale – Italy, 750 ml | Poor Sales |
| 452640 | Cayalla Columbia Valley Red Table WA, 750 ml | Poor Sales |
| 471380 | Gordon Brothers Merlot WA, 750 ml | Poor Sales |
| 519330 | Villa Mt Eden Zinfandel CA Old Vines, 750 ml | Discontinued by Supplier |
| 900057 | Preston Cabernet Sauvignon WA, 750 ml | Poor Sales |
| 900066 | Preston Merlot WA, 750 ml | Poor Sales |
| 900508 | Hyatt Chardonnay WA, 750 ml | Poor Sales |
| 901039 | Hyatt Cabernet/Merlot WA, 750 ml | Poor Sales |
| 901101 | Salmon Harbor Chardonnay WA, 750 ml | Discontinued by Supplier |
| 901144 | Hyatt Syrah WA, 750 ml | Poor Sales |

The following One-Time-Only items will have an additional price reduction effective May 1, 2009. You will receive new shelf tickets for May.

| | |
|--------|---|
| 035016 | Vampyre Clear Vodka, 750 ml |
| 410290 | Evil Cabernet Sauvignon-Australia, 750 ml |
| 422537 | Pure Evil Chardonnay-Australia, 750 ml |
| 929547 | Rogue Dead Guy Ale 6/pack, 355 ml |

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 | | LIQUOR | | UNITS/ | UPC | RETAIL |
|--------|---------------------------------------|--------|--------|--------|-------------|---------|
| CODE | DESCRIPTION | TYPE | SIZE | CASE | # | PRICE |
| | | CODE # | | | | |
| 003667 | Herradura Silver Tequila With Glasses | 15 | 750 ml | 6 | 44607-05009 | \$38.95 |

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 | | LIQUOR | | UNITS/ | UPC | RETAIL |
|--------|--|--------|--------|--------|-------------|---------|
| CODE | DESCRIPTION | TYPE | SIZE | CASE | # | PRICE |
| | | CODE # | | | | |
| 003554 | 1800 Reposado Tequila with Margarita Mix On-Pack | 20 | 750 ml | 6 | 21059-22754 | \$28.95 |

continued...

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. 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 |
|------------|------------------------------------|--------------------|--------|-------------|-------------|--------------|
| 901998 | Primarius Pinot Noir 2006 (Oregon) | 889 | 750 ml | 12 | 57846-10096 | \$9.99 |

5) The following repeat 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 |
|------------|---|--------------------|--------|-------------|-------------|--------------|
| 901513 | Terra Blanca Viognier 2007 (Washington) | 699 | 750 ml | 12 | 12516-01027 | \$13.35 |

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 |
|------------|---|--------------------|---------|-------------|-------------|--------------|
| 519845 | Washington Hills Merlot Cask (Washington) | 884 | 3 Liter | 4 | 57846-00094 | \$14.99 |

Wonderful aromas of eucalyptus and coco powder welcome you to this Merlot. Flavorful notes of strawberry and ripe stone fruits fill this smooth, well structured wine. The finish brings hints of licorice and orange rind with rounded tannins.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---|--------------------|---------|-------------|-------------|--------------|
| 635300 | Washington Hills Chardonnay Cask (Washington) | 665 | 3 Liter | 4 | 57846-00095 | \$14.99 |

Crisp aromas of lime zest and bright mineral notes welcome you to this light straw colored wine. The palate is rich and creamy filled with green apple and lemon. The finish is well balanced with oak and lingering fruit.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--|--------------------|---------|-------------|-------------|--------------|
| 635335 | Washington Hills Riesling (Washington) | 682 | 3 Liter | 4 | 57846-00332 | \$14.99 |

Fragrant peaches, sugar cane and floral notes give way to flavors of mangos and peaches. Bright acidity leads to a crisp finish with lingering fruit.

April 27, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #050

1) The following Summer Spirit Promotion One-Time-Only items have stock 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 002457 | Tommy Bahama White Sand Rum w/Mojito Mix | 020 | 750 ml | 6 | 83089- 80021 | \$29.95 |
| 003186 | Lucid Absinthe Liqueur w/Glasses & Spoon | 020 | 750 ml | 6 | 94922- 97932 | \$59.95 |

2) 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 087401 | Jose Cuervo Especial Silver Tequila | 498 | 50 ml | 120 | 82000- 00196 | \$1.25 |

3) The following repeat One-Time-Only 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 # | MAY RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|------------------------|
| 003528 | El Jimador Reposado Tequila with two Shot Glasses | 15 | 750 ml | 6 | 44607- 22848 | \$23.95 |

continued...

4) 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 |
|------------|---|--------------------|--------|-------------|-------------|--------------|
| 901999 | Corvidae 'Mirth' Chardonnay 2007 (Oregon) | 665 | 750 ml | 12 | 94922-10704 | \$8.29 |

Owen Roe does it again. Like their other value labels – Sharecroppers, O’Reilly’s, Northwest Vine Project Murphy’s Law, - Corvidae packs a punch. Each Corvidae wine is named with a particular fairy tale, fable, or legend in mind. “One for sorrow, two for mirth, three for a wedding, four for birth.” Corvidae’s “Mirth” Chardonnay from Owen Roe satisfies cravings for a spring & summer Chardonnay. With the Mirth Chardonnay, Owen Roe continues its tradition of offering great quaffers at marvelous prices.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|-----------------------------------|--------------------|--------|-------------|-------------|--------------|
| 902000 | Big Fire Pinot Noir 2007 (Oregon) | 889 | 750 ml | 12 | 50294-00001 | \$15.29 |

Medium bodied, handsome, bright. Goes well with mushroom and sausage pizza, jambalaya with shrimp, penne with roasted tomatoes and garlic bread, or a grilled burger with cheddar.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|-----------------------------------|--------------------|--------|-------------|-------------|--------------|
| 902001 | Big Fire Pinot Gris 2007 (Oregon) | 669 | 750 ml | 12 | 50294-00002 | \$12.29 |

Fresh, vivacious, and crisp. Lime blossom aroma, also flavors of honeydew melon, pears. May be accompanied by grilled cilantro shrimp, mussels with thai broth, antipasto, couscous with curried vegetables and oysters.

May 1, 2009

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 item has 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 |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 003609 | Patron Reposado Tequila with Poker Set | 020 | 750 ml | 6 | 21733-00063 | \$48.95 |

2) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. Once the 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.

The retail of the special order brand code has been changed to match the retail of the listed brand code. 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 |
|--------------------------|-------------------|----------------|--------|---------|
| 973442 | 034690 | Sobieski Vodka | 750 ml | \$13.95 |

3) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once the listed items have been received in the Distribution Center and the forceouts are complete, you will be notified in merchandise bulletins that they are available to order.

The retail of the special order brand codes are the same as the retail of the listed brand codes. 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 |
|--------------------------|-------------------|---------------------------|--------|---------|
| 967563 | 004096 | Ardbeg 10 Year Old Scotch | 750 ml | \$59.95 |
| 973195 | 042777 | Ron Zacapa 23 Year Rum | 750 ml | \$44.95 |

4) We have received a limited number of cases of the following item. When you order full cases of this item you will receive the special packaging listed while supplies last. 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 |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 021206 | Rebel Yell Bourbon with Shot Glass On-Pack (6 on 12) | 151 | 750 ml | 12 | 88352-11794 | \$15.95 |

continued...

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. This item is limited to one case per outlet. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 036651 | Koenig Idaho Potato Vodka | 285 | 50 ml | 96 | 81622- 06050 | \$1.75 |

6) 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 |
|---------------|------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 611753 | Sagelands Riesling (Washington) | 682 | 750 ml | 12 | 18138- 65879 | \$6.99 |

This lovely wine shows classic aromas of fresh white peach, D'Anjou pears and citrus with mineral and floral notes and a stylish off-dry palate framed by vivid acidity. Riesling is best served chilled and pairs well with hot summer nights and lighter fare such as halibut, chicken in creamy tarragon sauce or lighter Thai and Vietnamese styled dishes.

May 5, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #056

1) 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 July 1, 2009.

| OLD NAME | NEW NAME |
|--|--|
| 710806 – Moet White Star Extra Dry, 750 ml | 710806 – Moet & Chandon Imperial Champagne, 750 ml |

2) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. Once the 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.

The retail of the special order brand code is the same as the retail of the listed brand code. 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 |
|--------------------------|-------------------|----------------------------------|--------|---------|
| 973464 | 076451 | Pacifique Absinthe Verte Liqueur | 750 ml | \$62.95 |

3) 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.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 002605 | Tommy Bahama White Sand Rum w/Picnic Set | 020 | 1.75 L | 3 | 83089-80018 | \$49.95 |

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.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---|--------------------|--------|-------------|-------------|--------------|
| 003136 | Jagermeister Liqueur with T-Shirt Gift Pack | 20 | 750 ml | 12 | 83089-66095 | \$23.95 |

continued...

5) 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 | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 341743 | Da Vinci Chianti (Italy) | 834 | 750 ml | 12 | 85000- 01217 | \$11.99 |

DaVinci Chianti

Denominazione di Origine Controllata e Garantita (DOCG): The highest level of Italian government classification that regulates the growing of vines, production of wine and labeling of bottles of wines guaranteed of 'particular reputation and worth.' The entire Chianti region is classified DOCG.

Chianti DOCG: Grapes sourced entirely from within the Chianti region. Chianti must be a minimum of 75% Sangiovese.

The Da Vinci Chianti is deep crimson in color with aromas of cherries and red fruit balanced by soft, round tannins.



| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 360330 | Da Vinci Pinot Grigio (Italy) | 636 | 750 ml | 12 | 85000- 01658 | \$11.99 |

DaVinci Pinot Grigio

The Tre Venezie region is made up of the "Three Venices" that once comprised the Venetian Empire: Trentino-Alto Adige, Friuli-Venezia Giulia, and Veneto. This high altitude region of Northeastern Italy is well-suited to producing crisp, fruit-forward Pinot Grigio.

Da Vinci Pinot Grigio is sourced primarily from the Trentino-Alto Adige region. It is crisp and acidic with floral aromas and ripe flavors of apple, citrus and tropical fruit. A small percent of the blend is from surmaturato grapes, which are left on the vine after initial harvest. Using these grapes intensifies the tropical fruit characteristics and creamy mouthfeel.



| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 400700 | Alamos Cabernet Sauvignon 2005 (Argentina) | 843 | 750 ml | 12 | 89046- 09602 | \$8.99 |

Alamos Cabernet Sauvignon – Argentina:



The 2005 Alamos Cabernet shows a deep ruby reddish, purple color. The wine offers an intense and concentrated nose of red berry fruit mixed with touches cedar, mint and sweet spice. The palate is full of ripe, concentrated red currant and cassis fruit flavors with notes of cigar box and spicy black pepper. The finish is long and structured, with finely grained tannins.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 400715 | Alamos Malbec 2005 | 843 | 750 ml | 12 | 89046- 09603 | \$8.99 |



(Argentina)

Alamos Malbec – Argentina

The 2005 Alamos Malbec presents a dark purple color with violet highlights. The nose offers bright black cherry aromas with light floral notes and a touch of toast. The mouthfeel is full and rich, with ripe, concentrated cassis and black raspberry fruit flavors interwoven with a touch of chocolate and sweet spice from light oak aging. This finish is long and lingering, with ripe, velvety tannins.

It

May 11, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #059

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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 001276 | Jameson Irish Whiskey with Flask | 020 | 750 ml | 6 | 80432- 50717 | \$26.95 |
| 001343 | Gosling's Black Rum with Ginger Beer | 020 | 750 ml | 6 | 36040- 50387 | \$18.95 |

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

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 035239 | Three Olives Triple Shot Espresso Vodka | 265 | 750 ml | 12 | 89708- 54142 | \$17.95 |

Taste the smokey, chocolaty notes gained from using only the finest selection of imported roasted beans. Drink on the rocks as a shot or in your favorite martini.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|-----------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 040821 | Skyy Infusions Pineapple Vodka | 290 | 750 ml | 12 | 21059- 69750 | \$17.95 |

SKYY Infusions Pineapple is created through a proprietary process, where real fruit is infused into smooth SKYY Vodka, creating a "true-to-fruit taste experience bursting with the explosive essence of sweet Pineapple."

PINEAPPLE CHI-CHI

(by Mixologist Barbie Caruso at Luau Beverly Hills)

1 1/2 oz. SKYY Infusions Pineapple

2 oz. Coconut Milk

2 oz. Unsweetened Pineapple Juice

1/2 oz. Cane Sugar Syrup

Shake all ingredients and serve with ice in a coconut glass. Garnish with pineapple and cherry. Add an umbrella and straw.

continued...

| UNITS ALLO-CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------------|------------|--------------------------------|--------------------|--------|-------------|-------------|--------------|
| 1 case | 041146 | Sweet Carolina Sweet Tea Vodka | 290 | 750 ml | 12 | 82844-44003 | \$14.95 |

Sweet Carolina Sweet Tea Vodka combines the finest handcrafted vodka with traditional southern style sweet tea. The result is smooth and refreshing - excellent on the rocks or mixed into a brisk cocktail.

| UNITS ALLO-CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------------|------------|-------------------------------------|--------------------|--------|-------------|-------------|--------------|
| 1 case | 058800 | Captain Morgan Long Island Iced Tea | 396 | 750 ml | 12 | 82000-74349 | \$12.95 |

Ready-to-serve Long Island Iced Tea from Captain Morgan. A refreshing mix made with Rum, Vodka, Tequila, Gin and Triple Sec. Just pour over ice. (Note: this mix contains regular rum, not Captain Morgan Spiced Rum.)

| UNITS ALLO-CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------------|------------|---------------------------------|--------------------|--------|-------------|-------------|--------------|
| 1 case | 063513 | Sauza Original Margarita In Box | 398 | 1.75 L | 6 | 80686-85004 | \$19.95 |

Ready to drink Margarita in a 1.75 liter box that can be kept chilled in the refrigerator. Compact and easy to store, Sauza Margarita-in-a-box will stay fresh for up to six weeks. Made with real, premium Sauza Blanco tequila.

| UNITS ALLO-CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------------|------------|------------------------------|--------------------|--------|-------------|-------------|--------------|
| 1 case | 066052 | Nuvo Sparkling Vodka Liqueur | 449 | 750 ml | 12 | 88076-17233 | \$29.95 |

The liquid is a blend of premium French vodka, French sparkling wine, natural fruit nectar and carbonation to create a unique light and refreshing taste. A complete elegant cocktail – a great tasting product, hints of a cosmopolitan – but with the elegance of champagne. Bottle design is inspired by perfume bottles: Serving suggestions: Served over ice in a champagne flute, Mixed with Cognac, Mixed with Ciroc Vodka and lime juice in a Nuvo Sparkling Cosmopolitan.



It

May 14, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #062

1) 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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-------------------------------|
| 901968 | Wrangler Cabernet Sauvignon 2006 (Washington) | 863 | 750 ml | 12 | 57846- 00311 | \$4.99 - May \$3.99 - June |



Aromatic currants, strawberry jam notes and a hint of earthiness fill this deep red Cabernet. Currants continue on the palate married with spice and roasted coffee. The finish is well supported with firm tannins and lingering fruit.

2) 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 |
|---------------|----------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 468070 | Coppola Rosso (California) | 859 | 750 ml | 12 | 39958- 02310 | \$4.99 |

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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 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.

continued....

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 512055 | Stone Cellars Merlot 2006 (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 TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-----------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 566180 | Coppola Bianco (California) | 659 | 750 ml | 12 | 39958- 02405 | \$4.99 |

Bianco Pinot Grigio has intense floral aromas that mingle with cool melon & tropical fruit, & a light, crisp mouthfeel complemented by fresh peach, ripe pear & pink grapefruit flavors.

| 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 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.

continued...

3) 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 these products.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|----------------|--------|----------------|-------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 600558 | Pepperwood Grove Viognier (California) | 699 | 750 ml | 12 | 17444-00029 | \$6.99 |



Pale straw color with aromas of lemon zest and jasmine with a hint of pink grapefruit. The palate is full with green apple, light cinnamon & clove favors which underscore the ripe apricot and peach nectar and finishes with honeyed tropical notes. This is a great Thai food wine. A favorite dish might be emerald green curry with eggplant over jasmine rice.

4) The following new “seasonal” craft beers from Redhook and Widmer are in the Distribution Center. 1 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--|----------------|--------|----------------|-------------|---------------------------------|
| | | | TYPE CODE # | SIZE | | | |
| 1 Case | 929548 | Widmer Seasonal – W’09 Belgain Ale Craft Beer Six Pack | 97 | 355 ml | 24 | 02770-00700 | \$7.68/6pk or \$1.28 each |



The "W" Brewmasters' Release Series is from Widmer Brothers. A new beer every year. Built from the ground up by our hardworkin' brewmasters. Traditional, experimental, anything goes. Here's to trying new things.

The brewers have recreated a classic Belgian style Golden ale that holds true with a unique aroma and flavor. The ale has a hop spiciness that gives it a little extra pop. And at 6.5% ABV the drinker will feel a nice warming sensation while consuming.

Goes well with a variety of entrees including entrée salads, roast beef and fresh seafood.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--|----------------|--------|----------------|-------------|---------------------------------|
| | | | TYPE CODE # | SIZE | | | |
| 1 Case | 929549 | Redhook Seasonal - Sunrye Craft Beer Six Pack | 97 | 355 ml | 24 | 21242-00004 | \$6.96/6pk or \$1.16 each |



One needs a light refreshing ale to slay a summer thirst. Our golden-colored Sunrye fits the bill. Brewed with six barley malts and a touch of rye, it was practically made for trips to the lake and open-flame cookouts.

Light and refreshing. Somewhere between a classic lager beer and Redhook Blonde.

It

May 15, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #063

1) Beginning Wednesday, May 20, you will be receiving Merchandise Bulletins once a week.

2) 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 001198 | Glenlivet Single Malt 12 Year Scotch w/Tin Flask | 020 | 750 ml | 6 | 80432- 10527 | \$41.95 |
| 003686 | Sauza Gold Tequila w/Margarita Mix | 020 | 750 ml | 6 | 80686- 83701 | \$18.95 |

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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 043051 | Bacardi Dragon Berry Strawberry Rum | 345 | 750 ml | 12 | 80480- 00027 | \$16.95 |

Dragon Berry offers the light, fruity flavor of strawberry, infused with the crisp, fresh flavor of dragon fruit.

Bacardi Dragon Berry packaging features a distinctive label design that emphasizes the unique look and taste of this tropical fruit.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 1 case | 083347 | HRD Root Beer Schnapps | 490 | 750 ml | 12 | 84104- 10071 | \$9.95 |

A hearty schnapps flavor that is blended with all natural ingredients to taste like old-fashioned root beer from the fountain.

continued...

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

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|-----------|----------------|------------------|-----------------|
| 019066 | Jim Beam Bourbon w/Terry Farrel Label | 151 | 750 ml | 12 | 80686- 00140 | \$17.95 |
| 019066 | Jim Beam Bourbon w/50 ml Red Stag On-Pack | 151 | 750 ml | 12 | 80686- 00140 | \$17.95 |
| 019066 | Jim Beam Bourbon w/Operation Homefront Label | 151 | 750 ml | 12 | 80686- 00140 | \$17.95 |
| 034244 | Chopin Poland Vodka w/Olives On-Pack | 260 | 750 ml | 6 | 87116- 01239 | \$34.95 |
| 034267 | Grey Goose Le Citron Vodka w/Pourer On-Pack | 265 | 750 ml | 6 | 80480- 28204 | \$35.95 |
| 034436 | Grey Goose L'Orange Vodka w/Pourer On-Pack | 265 | 750 ml | 6 | 80480- 28103- | \$35.95 |
| 034546 | Pearl Canadian Vodka w/2-50 ml's Attached - Plum and Blueberry | 260 | 750 ml | 12 | 88352- 12318 | \$14.95 |
| 034605 | Grey Goose La Poire Vodka w/Pourer On-Pack | 265 | 750 ml | 6 | 80480- 28333 | \$35.95 |
| 034702 | Pearl Pomegranate Vodka w/2-50 ml's Attached - Plum and Original | 265 | 750 ml | 12 | 88352- 12384 | \$14.95 |
| 035179 | Pearl Blueberry Vodka w/2-50 ml's Attached - Pomegranate & Original | 265 | 750 ml | 12 | 88352- 12507 | \$14.95 |
| 035183 | Pearl Plum Vodka w/2-50 ml's Attached - Blueberry & Original | 265 | 750 ml | 12 | 88352- 12503 | \$14.95 |
| 043128 | Bacardi Light Dry Rum w/Mojito Muddler On-Pack | 300 | 1.75 L | 6 | 80480- 01520 | \$32.95 |
| 043136 | Bacardi Limon Rum w/Mojito Muddler On-Pack | 320 | 750 ml | 12 | 80480- 35540 | \$18.95 |
| 042716 | Malibu Coconut Rum w/50 ml Kahlua Mocha On-Pack | 320 | 750 ml | 12 | 89540- 44899 | \$16.95 |

May 20, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #066

1) The following items are new "Regular" wines and are on TPR in May and June. Please make shelf tickets with the following information.

341743, Da Vinci Chianti - Italy, 750 ml

Regular Retail - \$12.99

TPR Retail - \$11.99

Savings - \$1.00

360330, Da Vinci Pinot Grigio - Italy, 750 ml

Regular Retail - \$12.99

TPR Retail - \$11.99

Savings - \$1.00

400700, Alamos Cabernet Sauvignon - Argentina, 750 ml

Regular Retail - \$9.99

TPR Retail - \$8.99

Savings - \$1.00

400715, Alamos Malbec - Argentina, 750 ml

Regular Retail - \$9.99

TPR Retail - \$8.99

Savings - \$1.00

600558, Pepperwood Grove Viognier - California, 750 ml

Regular Retail - \$12.99

TPR Retail - \$6.99

Savings - \$6.00

626160, Ch Ste Michelle Indian Wells Riesling - Washington, 750 ml

Regular Retail - \$10.99

TPR Retail - \$9.99

Savings - \$1.00

2) 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 June 1, 2009.

Reason:

| | | |
|--------|---|----------------------------|
| 003602 | Gran Centenario Plata Tequila w/2 Glasses, 750 ml | Holiday 2007 One-Time-Only |
| 019099 | Jim Beam Distiller's Limited Bourbon, 750 ml | Holiday 2008 One-Time-Only |
| 038116 | Teton Glacier Vodka Decanter-Idaho, 750 ml | Holiday 2008 One-Time-Only |
| 543915 | Avery Lane Glacier White '04 WA, 750 ml | WWM 2007 One-Time-Only |
| 901902 | Pendulum Red 2/Pack w/2 Glasses, 1.5 liter | Holiday 2007 One-Time-Only |

The following closeout items will have an additional price reduction effective June 1, 2009. You will receive new shelf tickets for June.

034252 Imperia Russian Vodka, 750 ml

041462 Indio Wasabi Flavored Vodka, 750 ml

067251 Wasabe Vodka w/Sake, 750 ml

continued...

3) 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 |
|------------|-----------------------------------|--------------------|--------|-------------|-------------|--------------|
| 002651 | Absolut Vodka in Pop Up Box | 020 | 750 ml | 12 | 35229-00057 | \$23.45 |
| 888990 | Master of Mixes Big Bucket Mojito | 999 | 1.75 L | 6 | 70491-26001 | \$7.99 |

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.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 001404 | Crown Royal Canadian with 50 ml Crown Royal Special Reserve attached | 20 | 800 ml | 12 | 87000-80516 | \$27.95 |

5) 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 |
|------------|---|--------------------|--------|-------------|-------------|--------------|
| 510557 | Chateau Ste Michelle Indian Wells Cabernet Sauvignon (Washington) | 863 | 750 ml | 12 | 88586-00186 | \$13.99 |

The Indian Wells Cabernet is our warm climate ripe, jammy, “New World” style of Cabernet Sauvignon. This blend really typifies the Wahluke Slope region with up front dark fruit aromas and flavors, and hints of vanilla.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 510570 | Chateau Ste Michelle Indian Wells Merlot (Washington) | 884 | 750 ml | 12 | 88586- 60791 | \$13.99 |

The Indian Wells Merlot offers ripe black fruit aromas and jammy flavors with a round, soft finish—typical of Wahluke Slope reds. We added Wahluke Slope Syrah to enhance the mouthfeel and jammy fruit character.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 625645 | Chateau Ste Michelle Indian Wells Chardonnay (Washington) | 665 | 750 ml | 12 | 88586- 65993 | \$13.99 |

The warmth of the Wahluke Slope produces Chardonnay with an appealing tropical fruit character and rich texture. This Indian Wells Chardonnay delivers ripe pineapple flavors and showcases the luscious opulence of Washington fruit. I like this wine with scallops, scampi, or pasta with slightly richer sauces.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 626160 | Chateau Ste Michelle Indian Wells Riesling (Washington) | 682 | 750 ml | 12 | 88586- 00223 | \$9.99 |

This Riesling highlights the ripe, tropical style from the warm Wahluke Slope region of eastern Washington. This Riesling exhibits fruit-driven aromas of juicy pineapple and mango. The wine is rich and unctuous, while maintaining freshness and elegance.

May 28, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #070

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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 000916 | Jack Daniel's Black w/BBQ Sauce & Brush | 040 | 750 ml | 6 | 82184- 24673 | \$23.45 |
| 002387 | Vincent Van Gogh Vodka w/4- 50 ml Flavored Vodkas | 020 | 950 ml | 6 | 33824- 40779 | \$24.95 |
| 003685 | Sauza Blanco Tequila w/Margarita Mix | 020 | 750 ml | 6 | 80686- 83703 | \$18.95 |
| 062527 | Maker's Mark Mint Julep Bourbon | 398 | 1.0 L | 12 | 85246- 50006 | \$27.95 |
| 203575 | Master of Mixes Big Bucket Margarita | 999 | 3.0 L | 6 | 70491- 04023 | \$7.99 |

2) The following repeat 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.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|----------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 1 case | 066835 | St. Germain French Liqueur | 449 | 50 ml | 48 | 98804- 00102 | \$3.50 |

3) 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. Split case available.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|-------|----------------|-----------------|-----------------|
| 034111 | Absolut Mandrin Vodka 10 Packs/12 Bottles | 265 | 50 ml | 120 | 35229- 00200 | \$2.00 |

continued...

4) 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.

| 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 |

5) 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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 344210 | Santa Margherita Chianti Classico (Italy) | 834 | 750 ml | 12 | 86891- 07766 | \$19.99 |

Santa Margherita is renowned for its elegant and authentic Italian style. This Chianti Classico has been crafted with the same commitment to heritage and quality, with grapes from vineyards in the town of Greve located in the heart of Tuscany's Chianti Classico zone. Santa Margherita offers an exemplary representation of the traditional, distinctive characteristics of the Sangiovese grape: elegant, with tannic austerity and complex aromas.



Deep ruby red is the color of this wine. Aroma is sweet with sensations of wood which envelope ripe, spicy fruit. Mouth-filling fruit impresses one with its roundedness and gentle tannins; sensations of ripe, sweet fruit lead into a spicy aftertaste. This is an elegant wine that reflects fully the characteristics of its terroir and is also a modern interpretation that embodies Italy's most classic vineyard area.

6) The following new "seasonal" craft beer from Rogue Ales 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. You are encouraged to keep the beer stocked until it's gone.

| UNITS ALLO- CATED | BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|-------------------------|---------------|--------------------------------------|--------------------------|--------|----------------|-----------------|----------------------------------|
| 1 Case | 929552 | Rogue American Amber Ale Six Pack | 97 | 355 ml | 24 | 95301- 13125 | \$10.98/6pk or \$1.83 each |

The style of this beer is Amber Ale. Rogue's American Amber Ale is tawny in color, with a coffee aroma, tight head and delicate roasted malt accent. Generous use of hops and a smooth finish. There are nine ingredients in this brew. The malts are Northwest Harrington and Klages, 95-115 and 135-165 Crystal. Hops are Kent Golding and Cascade. Rogue's Pacman Yeast and Free Range Coastal Water are used in this brew. This beer pairs well with beef and seafood.

It

June 3, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #073

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 |
|---------------|--|--------------------------|--------|----------------|------------------|-----------------|
| 002608 | Captain Morgan Parrot Bay Key Lime Rum with Juice | 020 | 750 ml | 6 | 82000 - 74627 | \$15.95 |
| 004879 | Dewar's Founders Reserve 18 Year Scotch | 101 | 750 ml | 6 | 80480 - 00012 | \$64.95 |
| 063730 | Smirnoff Pomegranate Martini Cocktail | 398 | 1.75 L | 6 | 82000 - 74179 | \$26.95 |

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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 025620 | Seagram's 7 Crown Blend 75 th Anniversary | 160 | 750 ml | 12 | 82000- 74490 | \$12.95 |

3) 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 |
|---------------|--------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 042066 | Appleton Estate Extra 12 Year Rum | 305 | 750 ml | 12 | 36191- 00240 | \$29.95 |

Aged for a minimum of twelve years in oak, Appleton Estate "Extra" is a spectacular example of Jamaican rum. This is a mature spirit with layers to spare; the nose abounds with vanilla, nutmeg, cinnamon, toasted walnuts, and orange peel. The palate is strikingly flavorful, introducing notes of apricot, brown sugar, butter, and bacon. Appleton Extra strikes an intriguing balance between the sweet and savory, settling into an intriguing complexity. For any rum enthusiast, this is a spirit best enjoyed straight.

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 |
|---------------|------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 043335 | Captain Morgan Spiced Rum Traveler | 320 | 1.75 L | 6 | 82000- 74456 | \$36.95 |

June 10, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #076

1) The following item is a new "Regular" wine and is on TPR in June. Please make a shelf ticket with the following information for June. You will receive a TPR shelf ticket for July.

902053, O Chardonnay WA, 750 ml
Regular Retail - \$14.99
TPR Retail - \$11.99
Savings - \$3.00

O Wines Chardonnay has lively, ripe, zesty fruit flavors that make it an ideal accompaniment to veal, shellfish, crab, salmon, salads, fowl, fish, and chicken. Crisp, rich, soft. Complex with lemon cream and Graham cracker pie crust on the finish. This fine wine was fermented primarily in stainless steel in order to preserve fresh fruit aromatics. Oak aging for a portion added toast, spice and a bit of vanilla.

2) 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 |
|---------------|----------------------------------|--------------------------|--------|----------------|------------------|-----------------|
| 002604 | Tanqueray Rangpur Gin with Juice | 020 | 750 ml | 6 | 88076 - 17414 | \$25.95 |
| 063352 | Smirnoff Tuscan Lemonade | 398 | 1.75 L | 6 | 82000 - 74352 | \$26.95 |

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. This item is limited to one case per outlet. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 065392 | Le Tourment Vert Liqueur | 410 | 50 ml | 48 | 83431- 00006 | \$6.00 |

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.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|-------|----------------|-----------------|-----------------|
| 035283 | Pinnacle Kiwi Strawberry Flavored Vodka | 265 | 50 ml | 48 | 89708- 46050 | \$1.00 |

continued...

5) 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 |
|---------------|---------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 894410 | Stirrings Margarita Mixer | 999 | 946 ml | 6 | 80999- 60052 | \$8.95 |

Don't cheat yourself: great margaritas only come from using the best, natural ingredients. Stirrings use real lime and lemon juice and pure cane sugar perfectly balanced with triple sec. This drink from the laid-back land of mañana never sipped more smoothly. Did you know: Key limes are native to Florida and Mexico. (Stirrings key limes come from south of the border though.)

June 17, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #080

1) A full run of shelf tickets is usually mailed to you every July. 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. Since the markup formula change will be effective August 1, 2009, the shelf tickets will be mailed as follows:

July – regular set of shelf tickets for the first month of a new wine quarter

August – full set of shelf tickets excluding wine TPR's

2) The following Summer Spirit Promotion One-Time-Only items have inventory remaining in the Distribution Center. Some forceouts were unable to complete. Please order in the normal manner. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 001203 | Dewar's Multi Pack 3-Pk | 010 | 200 ml | 6 | 80480- 00062 | \$99.95 |
| 003521 | Two Fingers Gold Tequila with Margarita Mix | 010 | 750 ml | 6 | 89540- 23532 | \$17.75 |
| 003629 | Cazadores Reposado Tequila with Glasses | 015 | 750 ml | 6 | 80480- 00052 | \$36.95 |
| 056827 | Bacardi Classic Mojito Cocktail | 398 | 750 ml | 12 | 80480- 01517 | \$12.95 |
| 058801 | Captain Morgan Long Island Iced Tea | 396 | 1.75 L | 6 | 82000- 74350 | \$26.95 |
| 058836 | Cuervo Authentic Lime Margarita | 398 | 750 ml | 12 | 82000- 19033 | \$9.95 |
| 063718 | Smirnoff Vodka Mojito Cocktail | 398 | 1.75 L | 6 | 82000- 74178 | \$26.95 |
| 203575 | Master of Mixes Big Bucket Margarita | 999 | 3.0 L | 6 | 70491- 04023 | \$7.99 |

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. 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 |
|------------|--------------------------------|--------------------|-------|-------------|-------------|--------------|
| 035355 | Absolut Mango Vodka | 265 | 50 ml | 120 | 35229-00145 | \$2.00 |
| 040822 | Skyy Infusions Pineapple Vodka | 290 | 50 ml | 72 | 21059-69050 | \$1.50 |

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. 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 |
|------------|----------------------------------|--------------------|--------|-------------|-------------|--------------|
| 902002 | Marilyn Merlot 2007 (California) | 885 | 750 ml | 12 | 86095-88888 | \$24.79 |



The release of the 2007 Marilyn Merlot captures the Hollywood legend at the height of her glamorous career.

The grapes for this very special wine were harvested by our longtime growers from vineyards in the heart of the Napa Valley. The wine is an elegant blend of merlot and cabernet sauvignon.

"The 2007 vintage Marilyn Merlot is a blend of merlot and cabernet sauvignon. The additional flavors and structure the cab brings to the predominately merlot-based wine adds both character and aging ability. The addition of 30% new oak barrels for this vintage (as we do with all vintages) gives the aromas of toasted oak and a more complex mouth-feel from the new oak tannins. The fruit flavors are soft and mature. Vineyards for this wine are located in Yountville and St. Helene in the heart of the Napa Valley." John McKay, winemaker.

Marilyn's name and image are licensed by her estate exclusively to Nova Wines, Inc. for use on our wines. Royalties paid by Nova Wines to Marilyn's estate support the Lee Strasberg Theater Institute and the Anna Freud Foundation in London, which has set up a special child treatment center in Marilyn's name.

5) The following are size extensions for wines and 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 |
|------------|------------------------------------|--------------------|-------|-------------|-------------|--------------|
| 429955 | Yellow Tail Chardonnay (Australia) | 640 | 1.5 L | 6 | 31259-00893 | \$9.99 |

Rich tropical fruits with a creamy finish. This wine is soft yet fresh with balanced acidity and lingering melon flavors on the tongue.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 429995 | Yellow Tail Shiraz (Australia) | 840 | 1.5 L | 6 | 31259- 00895 | \$9.99 |

Ripe cherries and strawberries, spice, and vanilla aromas. This bold Shiraz is well balanced with earthy tones and lingering fruit on the tongue.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 902053 | O Chardonnay (Washington) | 665 | 750 ml | 12 | 89169- 30020 | \$11.99 |

O Wines Chardonnay has lively, ripe, zesty fruit flavors that make it an ideal accompaniment to veal, shellfish, crab, salmon, salads, fowl, fish, and chicken. Crisp, rich, soft. Complex with lemon cream and Graham cracker pie crust on the finish. This fine wine was fermented primarily in stainless steel in order to preserve fresh fruit aromatics. Oak aging for a portion added toast, spice and a bit of vanilla.

June 24, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #082

1) We have received a limited number of cases of the following items. When you order full cases of these items you will receive the special packaging listed while supplies last. 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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 034006 | Absolut Sweden Vodka with 50 ml Citron On-Pack (12 on 12) | 260 | 750 ml | 12 | 35229- 00030 | \$23.45 |
| 034006 | Absolut Sweden Vodka with 50 ml Raspberry On-Pack | 260 | 750 ml | 12 | 35229- 00030 | \$23.45 |

2) 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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 002605 | Tommy Bahama White Sand Rum with Picnic Set | 020 | 1.75 L | 3 | 83089- 80018 | \$49.95 |
| 203575 | Master of Mixes Big Bucket Margarita | 999 | 3.0 L | 6 | 70491- 04023 | \$7.99 |

Featuring the Exclusive Dispensa-Rita™ Spout for chilled Margaritas ANYTIME!

- Pop BigBucket® Container in the refrigerator for the Perfect Margarita on the Rocks, Instantly
- Pop BigBucket® Container in the Freezer for a Delightful Frozen Margarita
- The Mixer contains Real Lemon Juice, Real Lime Juice and Natural Fruit Oils!
- Simply adding one 750ml Bottle of Tequila yields nearly One Gallon of Finished Margarita

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 |
|------------|-----------------------|--------------------|-------|-------------|-------------|--------------|
| 034071 | Absolut Vanilia Vodka | 265 | 50 ml | 120 | 35229-00600 | \$2.00 |

4) The following repeat One-Time-Only 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 # | MAY RETAIL PRICE |
|------------|---|--------------------|--------|-------------|-------------|------------------|
| 001575 | Finlandia Vodka with One Martini Glass | 15 | 750 ml | 6 | 81128-07410 | \$19.95 |
| 003528 | El Jimador Reposado Tequila with two Shot Glasses | 15 | 750 ml | 6 | 44607-22848 | \$23.95 |

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 |
|------------|--------------------------------------|--------------------|--------|-------------|-------------|--------------|
| 062394 | Margaritaville Watermelon Mojito RTD | 398 | 1.75 L | 6 | 88352-12544 | \$24.95 |

Warm tropical sunshine at your back, a frosty Mojito in your glass and friends by your side. Escape to the islands with Margaritaville® Watermelon Mojito. No passport required.

Simply pour over ice and Enjoy!

30 proof (15% alcohol)

continued...

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 | | | |
| 076451 | Pacifique Absinthe Verte Liqueur | 410 | 750 ml | 6 | 98322- 00201 | \$62.95 |

Though distilled in Washington State, Pacifique Absinthe Verte Superieur is carefully crafted in exact accordance with an 1855 French recipe and distillation process. Pacifique is made with the finest spirits and organic botanicals available, accurately representing the style of fine absinthe available in 19th Century France. Using a hand-hammered copper pot still, Pacifique begins with all-grain spirits; this pure base allows each botanical to show its complexity and character.

7) 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 | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------------------|----------------|--------|----------------|-----------------|----------------------------------|
| | | TYPE CODE # | SIZE | | | |
| 929552 | Rogue American Amber Ale Six Pack | 097 | 355 ml | 24 | 95301- 13125 | \$10.98/6pk or \$1.83 each |

The style of this beer is Amber Ale. Rogue's American Amber Ale is tawny in color, with a coffee aroma, tight head and delicate roasted malt accent. Generous use of hops and a smooth finish. There are nine ingredients in this brew. The malts are Northwest Harrington and Klages, 95-115 and 135-165 Crystal. Hops are Kent Golding and Cascade. Rogue's Pacman Yeast and Free Range Coastal Water are used in this brew. This beer pairs well with beef and seafood.

July 1, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #084

1) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. Once the 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.

The retail of the special order brand code is the same as the retail of the listed brand code. 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 |
|-----------------------------|----------------------|-------------------------------|--------|---------|
| 973393 | 034785 | Pinnacle Grape Flavored Vodka | 750 ml | \$13.95 |

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.

The retails of the special order brand codes have been changed to match the retail of the listed brand codes. 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 |
|-----------------------------|----------------------|-----------------------------|--------|---------|
| 971349 | 041846 | Everclear Alcohol 151 Proof | 750 ml | \$18.40 |
| 972483 | 044419 | Cruzan Black Cherry Rum | 750 ml | \$15.95 |

3) Purchasing has brought in additional quantities of the following close out item. **This product has a new reduced price.** The retail is frozen and will not increase with the new mark-up. Please order in the normal manner. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 034153 | Back in the USSR | 260 | 750 ml | 12 | 01254- 53020 | \$12.95 |

continued...

4) The following new items are in the Distribution Center. 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. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--------------------------------|--------------------|--------|-------------|-------------|--------------|
| 895200 | Thai Style Hot Bloody Mary Mix | 999 | 750 ml | 12 | 82712-00079 | \$6.49 |

All natural, no preservatives, no added sugar.

Included in the Thai Style Hot Bloody Mix and Thai Style Spicy Bloody Mary Mix is Crunchy Asparagus, Sicilian Pickled Garlic, Mexican Style Habanero Onions and Pickled Habanero Peppers”. These ingredients are combined with tomato puree, crushed red chili, black pepper, basil, oregano, Worcestershire Sauce, vinegar, spices, and several Thai family secrets.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|----------------------------------|--------------------|--------|-------------|-------------|--------------|
| 895210 | Thai Style Spicy Bloody Mary Mix | 999 | 750 ml | 12 | 82712-00078 | \$6.49 |

Serve as a Bloody Mary, use in red beer, in spaghetti sauce, in recipes such as chicken catchatori, meatballs and meatloaf.

Gluten Free

Shelf Life – 24 months unopened, up to 6 months opened in the refrigerator

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 |
|------------|------------------------|--------------------|--------|-------------|-------------|--------------|
| 067193 | X-Rated Fusion Liqueur | 449 | 375 ml | 12 | 81425-01402 | \$14.95 |

July 8, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #086

1) Purchasing has brought in additional quantities of the following item. Please order in the normal manner. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|----------------------------|--------------------------|-------|----------------|------------------|-----------------|
| 035135 | Finlandia Grapefruit Vodka | 265 | 50 ml | 120 | 81128 - 03236 | \$1.50 |

2) We have received a limited number of cases of the following item. When you order full cases of this item you will receive the special packaging listed while supplies last. 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 063528 | Salvador's Margarita with Four Cups On-Pack (3 on 6) | 398 | 1.75 L | 6 | 88352- 12008 | \$17.95 |

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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 003132 | Jagermeister with Party Bucket, Bottle Pump & Cups | 20 | 1.75 L | 3 | 83089- 66019 | \$52.95 |

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 |
|---------------|-----------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 042863 | Seagram's Smooth Brazilian Rum | 300 | 750 ml | 12 | 80432- 10468 | \$12.95 |

The new rum claims unparalleled smoothness and a unique, exotic rum character native only to Brazil.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 062392 | Margaritaville Pomegranate Mojito Ready To Drink Cocktail | 398 | 1.75 L | 6 | 88352- 12542 | \$24.95 |

Warm tropical sunshine at your back, a frosty Mojito in your glass and friends by your side. Escape to the islands with Margaritaville® Pomegranate Mojito. No passport required. 30 proof (15% alcohol).

Simply pour over ice and Enjoy!

5) 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 004825 | The Dalmore 12 Year Single Malt Scotch | 100 | 750 ml | 6 | 87647- 11167 | \$44.95 |

Deep, golden mahogany in colour with orange, marmalade and aromatic spice on the nose. Elegant and rich on the palate with concentrated citrus, Oloroso sherry with hints of sweet vanilla pod. An aftertaste of great complexity. The perfect spirit to tease the palate before dining.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 005104 | Glenmorangie Nectar D'Or Scotch | 100 | 750 ml | 6 | 81753- 81088 | \$59.95 |

The Nectar D'Or is finished in Sauternes casks, the famous French dessert wine. This finish imparts a subtle, yet very noticeable sweet note to the malt — think of a faint hint of honey. As the underlying malt itself is a floral Speysider with plenty of subtle heathery notes, the honey-like sweetness melds in well with the overall flavorings of the malt. It's incredibly smooth and nicely sweet with only a small tinge of smokiness—which makes for a great balance. Due to the nature of these flavors this malt is especially worthy as an after dinner digestif. Instead of retiring for Port or Cognac, try substituting a glass of this beautiful malt.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 042777 | Ron Zacapa 23 Year Rum | 305 | 750 ml | 6 | 99013- 00055 | \$44.95 |

The Ron Zacapa is produced from a blend of vintage rums with up to 23 years of barrel age, Ron Zacapa Centenario represents the pride of Guatemalan rums, the pride of closely guarded recipes known only to skilled master blenders, and the pride of a government that strictly mandates the aging process. Rich chestnut color. A Christmas spice and caramel fudge nose. This full-bodied rum has rich brown spice, vanilla and subtle molasses flavors envelope the palate with sugar caney sweetness. Has a super smooth and lengthy finish.

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. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 895205 | Thai Style Mild Bloody Mary Mix | 999 | 946 ml | 12 | 82712- 00077 | \$6.49 |

Thai Style Bloody Mary Mixes are all natural, and contain no artificial flavors or food coloring and are produced right here in the Northwest.

July 15, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #088

1) 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 August 1, 2009.

Reason:

901661 APEX II LATE HARV SEMILLON '04 WA, 375 ML ONE-TIME-ONLY

2) The following closeout items will have an additional price reduction effective August 1, 2009. You will receive new shelf tickets for August.

254100 J DROUHIN LAFORET BOURG CHARD-FR, 750 ML
348200 BELLA SERA PINOT GRIGIO – ITALY, 750 ML
348220 BELLA SERA MERLOT – ITALY, 750 ML
361720 ECCO DOMANI MERLOT –ITALY, 750 ML
361760 FALESCO VITIANO-ITALY, 750 ML
361778 ARANCIO NERO D'AVOLA – ITALY, 750 ML
361780 ARANCIO SYRAH – ITALY, 750 ML
379730 RUFFINO IL DUCALE – ITALY, 750 ML
402865 BLACK SWAN CHARDONNAY-AUST, 750 ML
415205 KWV ROODEBERG-SO AFR, 750 ML
424310 KWV MERLOT -SO AFRICA, 750 ML
452900 CONCANNON PETITE SIRAH CA, 750 ML
470140 GALLO OF SONOMA MERLOT CA, 750 ML
470520 GEYSER PEAK MERLOT CA, 750 ML
471380 GORDON BROTHERS MERLOT WA, 750 ML
487410 CK MONDAVI ZINFANDEL CA, 1.5 LITER
498920 RAVENSWOOD VINT BLEND MERLOT CA, 750 ML
499260 REDWOOD CREEK MERLOT CA, 750 ML
513500 SUTTER HOME MERLOT CA, 750 ML
543905 AVERY LANE GEWURZT WA, 750 ML
552925 CONCANNON SAUVIGNON BLANC CA, 750 ML
558500 CONCANNON CHARDONNAY CA, 750 ML
608750 REDWOOD CREEK CHARD CA, 750 ML
623625 STE CHAPELLE DRY RIESLING ID, 750 ML
630810 SUTTER HOME CHARD CA, 750 ML
701905 BOUVET BRUT FRANCE, 750 ML
762300 TOTT'S BRUT CHAMP CA, 750 ML
762315 TOTT'S EX DRY CHAMP CA, 750 ML
900057 PRESTON CAB SAUV WA, 750 ML
900066 PRESTON MERLOT WA, 750 ML
900067 PRESTON CHARD WA, 750 ML
900508 HYATT CHARD WA, 750 ML
901039 HYATT CAB/MERLOT WA, 750 ML
901050 GLEN FIONA SYRAH COLUMBIA VLY WA, 750 ML
901144 HYATT SYRAH WA, 750 ML

continued...

3) The following item has inventory in the Distribution Center and is available to order. Please order in the normal manner.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | JULY RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|-------------------------|
| 456616 | Columbia Crest "H3" Cabernet Sauvignon WA | 863 | 750 ml | 12 | 88586- 00344 | \$11.49 |

4) The following item has inventory in the Distribution Center and is available to order. Please make a shelf ticket with the retail of \$5.99. Please order in the normal manner.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 429976 | Yellow Tail Pinot Noir - Australia | 840 | 750 ml | 12 | 31259- 01849 | \$5.99 |

July 22, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #090

1) 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 027544 | Red Stag Kentucky Straight Bourbon with Black Cherry | 199 | 750 ml | 12 | 80686- 00102 | \$19.95 |

Red Stag's all-natural "Black Cherry" flavor was hand-selected for its ability to complement and highlight the wonderful taste of Jim Beam bourbon. And, Red Stag's natural flavors are slowly and carefully infused into fine, four year old Jim Beam bourbon to produce a sophisticated, well-rounded taste.

Aroma: Distinctively fruity, without disguising the familiar, rich nose of Jim Beam Bourbon.

Taste: Corn sweetness and mellow oak accented by a hint of black cherry for smoothness and balance.

Finish: Satiny and judiciously sweet, with a true bourbon warmth.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|----------------|--------------------------|--------|----------------|-----------------|-----------------|
| 034690 | Sobieski Vodka | 260 | 750 ml | 12 | 89016- 00822 | \$13.95 |

Sobieski has a clear, colorless appearance. Its bouquet is pure vodka. The taste is of freshly baked rye bread- clean, fresh, powerful, well-balanced, expressive. The finish is smooth and delicate.

2) The following new "seasonal" craft beer from Young's Columbia 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. 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 Ale 6 Pack | 97 | 355 ml | 24 | 64209- 11180 | \$8.94/6pk or \$1.49 each |

Summer Seasonal Curve Ball Blonde Ale from Pyramid Brewing Company (Seattle, Portland, Berkeley) Inspired by the traditional Kölsch style beers of Cologne, Germany, Curve Ball boasts a clean, crisp slightly herbal taste and a lighter body. A great beer for a hot summer day.

continued...

3) 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 | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 901449 | Barnard Griffin Rose of Sangiovese | 758 | 750 ml | 12 | 96925- 00304 | \$9.99 |

Beautifully crafted, bright and flavorful. Bucket loads of strawberry with cherry, watermelon and orange. Dry with racy, vibrant acidity. Discover the amazing versatility of this award-winning rose. It is great as a refreshing wine to sip on the deck or by the pool, but also nicely compliments a broad range of main dishes and appetizers.

July 29, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #091

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.

The retails of the special order brand codes have been changed to match the retail of the listed brand codes. 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>July Retail</u> |
|-------------------------------------|------------------------------|-------------------------------|-------------|------------------------|
| 973491 | 041076 | Jeremiah Weed Sweet Tea Vodka | 750 ml | \$19.95 |
| 972774 | 041693 | UV Blue Raspberry Vodka | 750 ml | \$12.95 |
| 972884 | 089841 | Sauza Hornitos Anejo Tequila | 750 ml | \$32.95 |

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.

The July retails of the special order brand codes are the same as the retails of the listed brand codes. 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>July Retail</u> |
|-------------------------------------|------------------------------|----------------------------------|-------------|------------------------|
| 973602 | 035388 | Finlandia Tangerine Fusion Vodka | 750 ml | \$16.95 |
| 973293 | 064981 | Finamore Limoncello Liqueur | 750 ml | \$34.95 |
| 972481 | 087586 | El Jimador Blanco Tequila | 750 ml | \$21.95 |

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.

| <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> |
|-----------------------|---|-----------------------------------|-------------|------------------------|------------------|-------------------------|
| 056830 | Bacardi Party Drink Mai Tai | 398 | 1.75 L | 6 | 80480- 80628 | \$22.95 |
| 001529 | Sweet Carolina Sweet Tea with Lemonade | 040 | 750 ml | 6 | 82844- 15070 | \$14.95 |

It

August 13, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #097

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 September 1, 2009.

Reason:

| | | |
|--------|--|--------------------------|
| 035052 | Ruskova Russian Vodka, 750 ml | Poor Sales |
| 047580 | Attache XO Royal Cognac, 750 ml | Poor Sales |
| 056751 | Kajmir Vanilla Brandy, 50 ml | Discontinued by Supplier |
| 056756 | Kajmir Vanilla Brandy, 750 ml | Discontinued by Supplier |
| 060053 | Club Manhattan Cocktail, 200 ml | Poor Sales |
| 060113 | Club Whiskey Sour Cocktail, 200 ml | Poor Sales |
| 077478 | Tarantula Azul Blue Margarita RTD 4/pack, 200 ml | Poor Sales |
| 077491 | Tarantula Banana Colada Liqueur, 750 ml | Poor Sales |
| 077509 | Tarantula Mango Margarita RTD 4/pack, 200 ml | Poor Sales |
| 090084 | Cockburn's Special Reserve Red Port, 750 ml | Poor Sales |
| 095914 | Taylor NY Dry Sherry, 750 ml | Poor Sales |
| 221410 | B & G Shiraz – France, 750 ml | Poor Sales |
| 253335 | L Jadot Pouilly-Fuisse White Burgundy – France, 750 ml | Poor Sales |
| 285100 | La Vielle Ferme Ventoux Rouge – France, 750 ml | Poor Sales |
| 406714 | Concha Y Toro Frontera Merlot – Chile, 1.5 liter | Poor Sales |
| 415000 | Kourtaki Retsina, 750 ml | Poor Sales |
| 469600 | Gallo of Sonoma Cabernet Sauvignon, 750 ml | Poor Sales |
| 477810 | J Lohr Estates Paso Robles South Ridge Syrah, 750 ml | Poor Sales |
| 499720 | Night Harvest Merlot by RH Phillips CA, 750 ml | Poor Sales |
| 511495 | Sterling Merlot CA, 750 ml | Poor Sales |
| 517031 | Fetzer Valley Oaks Merlot CA, 750 ml | Poor Sales |
| 561000 | Delicato Chardonnay CA, 750 ml | Poor Sales |
| 569060 | Gallo of Sonoma Chardonnay, 750 ml | Poor Sales |
| 609000 | Night Harvest Chardonnay by RH Phillips CA, 750 ml | Poor Sales |
| 633680 | Villa Mt Eden Grand Reserve Chardonnay, 750 ml | Poor Sales |
| 633784 | Fetzer Valley Oaks Chardonnay CA, 750 ml | Poor Sales |
| 635310 | Washington Hills Gewurztraminer WA, 750 ml | Poor Sales |
| 711510 | GH Mumm Extra Dry Champagne, 750 ml | Discontinued by Supplier |
| 884042 | Daily's Pina Colada Mix, 1.75 liter | Poor Sales |
| 900937 | Rosemount Chardonnay Diamond – Australia, 750 ml | Poor Sales |
| 900956 | Schmitt Soehne Riesling Spatlese, 750 ml | Poor Sales |
| 901421 | Kiona Vivacious Vicky Red WA, 750 ml | Poor Sales |
| 901422 | Kiona Vivacious Vicky White WA, 750 ml | Poor Sales |
| 929535 | Jack Daniels Watermelon Spike Malt 6/pack, 296 ml | Poor Sales |
| 929536 | Jack Daniels Wildberry Jack Malt 6/pack, 296 ml | Poor Sales |

continued...

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 |
|------------|--|--------------------|-------|-------------|-------------|--------------|
| 040985 | Smirnoff Twist of Pear Vodka | 290 | 50 ml | 120 | 82000-00222 | \$1.25 |
| 034884 | Sobieski Vodka | 260 | 50 ml | 96 | 89016-00825 | \$1.50 |
| 027543 | Red Stag Kentucky Straight Bourbon with Black Cherry | 199 | 50 ml | 120 | 80686-00101 | \$1.00 |

3) The following repeat One-Time-Only items are in the Distribution Center. These items are not being automatically forced out. Please order in the normal manner. This item is limited to two cases per outlet. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---------------------------------------|--------------------|--------|-------------|-------------|--------------|
| 027506 | McCarthy's Oregon Single Malt Whiskey | 199 | 750 ml | 12 | 16976-57100 | \$49.95 |
| 034018 | Absolut Los Angeles Flavored Vodka | 265 | 750 ml | 12 | 35229-00053 | \$23.45 |

4) The following new items are in the Distribution Center. All stores received one case of these items. 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 |
|------------|------------------------------|--------------------|--------|-------------|-------------|--------------|
| 041000 | Smirnoff Twist of Pear Vodka | 290 | 750 ml | 12 | 82000-74663 | \$15.95 |

Smirnoff Pear - Gives consumers the flavor and aroma of a freshly picked pear, full of juiciness and bold flavor. Perfect with Lemonade!

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 006100 | Speyburn Bradan Orach Single Malt Scotch | 100 | 750 ml | 12 | 80660- 77501 | \$21.75 |

Situated in the famous Speyside region of the Scottish Highlands, Speyburn is also the only distillery to use the fresh spring water of the Granty Burn, one of the major tributaries of the River Spey which is famed for its purity. It is this soft Speyside water that is acknowledged as a distinctive characteristic in the unique flavour and bouquet of this single malt.

Color: Bright golden amber. Nose: Green apples, honey, lemon and floral vanilla spices. Taste: Wonderfully balanced full bodied with a long lasting finish.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|----------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 041143 | Sweet Carolina Lemonade Vodka | 290 | 750 ml | 12 | 82844- 44042 | \$16.95 |

Lemonade-flavored vodka made in the U.S. Crisp, clean and refreshing. Mix Sweet Carolina Lemonade with lemon-lime soda for a 'Carolina L Cocktail.'

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 041177 | Burnett's Sweet Tea Vodka | 290 | 750 ml | 12 | 96749- 20095 | \$12.45 |

Domestic vodka with aromas of herbs and charcoal-like flavors. Uses a quadruple distillation and triple charcoal filtering process. Very dry.

2 parts Burnett's Sweet Tea Vodka, 1 part Fresh Squeezed Lemonade, Splash of Cranberry Juice

Combine Burnett's Sweet Tea Vodka and Lemonades in a tall glass and stir, top off with Cranberry Juice. Garnish with a raspberry and lemon curl.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 44419 | Cruzan Black Cherry Rum | 320 | 750 ml | 12 | 80686- 96756 | \$16.95 |

Black cherry-flavored rum hand crafted and aged in St. Croix, U. S. Virgin Islands. A blend of premium Cruzan Rum and natural cherry flavors. Mix with Cruzan Light Rum and lemonade for a 'Cruzan Cherry Tart' or with Cruzan Light Rum and pineapple juice with a splash of ginger ale for a 'Cruzan Rum Breeze.'

August 19, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #100

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 |
|---------------|----------------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 041142 | Sweet Carolina Lemonade Vodka | 290 | 50 ml | 48 | 82844- 44045 | \$1.00 |

2) The following One-Time-Only (OTO) item is in the Distribution Center. Selected stores received the initial force out 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 |
|---------------|--------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 034122 | Crystal Head Vodka | 260 | 750 ml | 6 | 27040- 41141 | \$53..95 |

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 |
|---------------|--|--------------------------|--------|----------------|-----------------|--|
| 000958 | Jack Daniel's with Birthday Surprise | 40 | 750 ml | 6 | 82184- 23247 | \$24.45 |
| 018006 | Buffalo Trace Kentucky Straight Bourbon | 151 | 750 ml | 12 | 80244- 00923 | \$27.95 |
| 001838 | Malibu Coconut Rum with Pineapple Juice | 20 | 1.75 L | 3 | 89540- 49605 | \$31.95 October Price \$24.95 |

4) The following new items are in the Distribution Center. All stores received one case of these items. Managers are reminded to immediately display 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 |
|------------|-------------------------------|--------------------|--------|-------------|-------------|--------------|
| 034785 | Pinnacle Grape Flavored Vodka | 265 | 750 ml | 12 | 89708-46742 | \$14.95 |

Pinnacle Grape-flavored vodka is clean, smooth and imported from France. Pinnacle is produced with modern equipment in the Distillerie de la Tour, ensuring the highest quality. Handcrafted in small batches and quadruple distilled with spring water from the Champagne region of France, this unique spirit has a smooth, balanced finish that will please any connoisseur.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|-----------------------------------|--------------------|--------|-------------|-------------|--------------|
| 056835 | Bacardi Raspberry Mojito Cocktail | 398 | 1.75 L | 6 | 80480-00046 | \$27.95 |

Classic ready-to-serve raspberry flavored mojito made with Bacardi Superior Light Rum and natural raspberry, lime, and mint flavors. Blend with ice and garnish with a sprig of fresh mint for a 'Frozen Raspberry Mojito' or just add ice for a classic Raspberry Mojito Cocktail.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|-----------------------------|--------------------|--------|-------------|-------------|--------------|
| 041846 | Everclear Alcohol 151 Proof | 275 | 750 ml | 12 | 88352-12309 | \$19.95 |

It

August 26, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #104

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 |
|---------------|-------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 041090 | Firefly Sweet Tea Vodka | 290 | 50 ml | 60 | 97291- 00033 | \$1.75 |

2) The following repeat One-Time-Only 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 # | MAY RETAIL PRICE |
|---------------|--------------------------|--------------------------|-------|----------------|-----------------|------------------------|
| 065392 | Le Tourment Vert Liqueur | 410 | 50 ml | 48 | 83431- 00006 | \$6.00 |

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 |
|---------------|-----------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 064981 | Finamore Limoncello Liqueur | 475 | 750 ml | 6 | 96441- 00200 | \$34.95 |

continued...

“Finamore Premium Limoncello. Cloudy Yellow; true lemon nose; thick texture and tangy natural lemon flavors with a touch of bitter rind; sweet and bright with authentic citrus and a long, complex finish.” Anthony Dias Blue Founder World Spirits Competition.

You don't have to drive a golf cart or wear plaid pants to enjoy this take on the Arnold Palmer Cocktail, made with Seattle's own Finamoré limoncello

Finamoré Limoncello Arnold Palmer Cocktail Recipe

Over crushed ice in a tall glass, add:

2 ounces of Finamoré limoncello

3/4 cup unsweetened iced tea

The juice of one lime

Stir and garnish with a lemon wedge

September 2, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #108

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.

The retail of the special order brand code has been changed to match the retail of the listed brand code. 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 |
|-----------------------------|----------------------|------------------------|--------|---------|
| 972178 | 034146 | Belvedere Citrus Vodka | 750 ml | \$32.95 |

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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 003131 | Jagermeister Six Pack In Shot Cooler | 020 | 4.50 L | 1 | 83089- 66096 | \$155.95 |

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 |
|---------------|--------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 040917 | Smirnoff Twist of Pineapple Vodka | 290 | 750 ml | 12 | 82000- 74731 | \$15.95 |

A fresh, fruity, juicy pineapple vodka with a sweetly smooth yet light taste. A Triple distillation process and ten filterings through hardwood charcoal absorbs impurities.
continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 042723 | Malibu Island Melon Flavored Rum | 320 | 750 ml | 12 | 89540- 51026 | \$16.95 |

Melon-flavored rum created at the West Indies Rum Distillery at Brighton, Black Rock in Barbados. Malibu Caribbean Rum is aged in oak barrels for 1-2 years then blended with cantaloupe, honeydew and watermelon flavors. Aromas of fresh melon, with a hint of coconut and rum. Mix 1 part of Malibu Island Melon with 3 parts of iced tea and a splash of lemon-lime soda for a 'Malibu Melon Tea Twister.'

September 16, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #114

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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 034020 | Absolut Boston Flavored Vodka | 265 | 1.0 L | 12 | 35229- 00062 | \$29.95 |
| 067515 | Kahlua Coffee Cream Liqueur | 430 | 750 ml | 12 | 89540- 10015 | \$19.95 |
| 002654 | Malibu Five Pack 50 ml Each | 010 | 250 ml | 24 | 89540- 90001 | \$4.95 |
| 027100 | Sazerac Rye Six Year Straight Rye Whiskey | 181 | 750 ml | 6 | 88004- 13994 | \$29.95 |

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

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 035388 | Finlandia Tangerine Fusion Vodka | 265 | 750 ml | 12 | 81128- 03415 | \$16.95 |

Imported vodka from Finland. Made from locally grown grains (select barley) and natural spring water that is filtered through glacial moraine rock. Requires no chemical filtration and does not use chemically treated water. Uses continuous distillation. Well balanced and blended. Finlandia Tangerine Fusion Vodka is uniquely smooth, with a delicious flavour and aroma of tangerines.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|----------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 041076 | Jeremiah Weed Sweet Tea Vodka | 290 | 750 ml | 12 | 82000- 00202 | \$19.95 |

Jeremiah Weed Southern Style Sweet Tea Vodka is a 70-proof sweet tea flavored vodka brewed lovingly in southern Kentucky.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 043237 | Captain Morgan Parrot Bay Strawberry Rum | 320 | 750 ml | 12 | 82000- 00225 | \$16.45 |

A blend of Puerto Rican rum and natural strawberry flavor. Mix with your favorite soda.

3) 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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 429957 | Yellow Tail Cabernet/Merlot (Australia) | 840 | 750 ml | 12 | 31259- 01404 | \$3.99 |



FLAVOUR (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 |



FLAVOUR (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 |

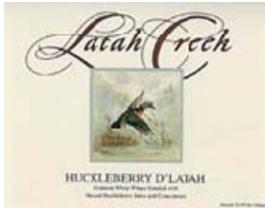


FLAVOUR (yellow tail) Shiraz Grenache is packed with flavour. The peppery Shiraz jumps from the glass, complementing the upfront raspberry flavours of the Grenache. The two varieties come together in a balanced wine displaying earthy tones, lush raspberries and a touch of spice.

continued...

4) 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 | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 901147 | Latah Creek Huckleberry D'Latah (Washington) | 682 | 750 ml | 12 | 84880- 00010 | \$6.99 |



Huckleberries are small, blueberry-like fruit. Despite efforts to cultivate and commercially grow this delectable treat, the only source for the Huckleberry continues to be from the wild in the mountains of the Pacific Northwest. Those brave enough to compete with bears and other animals indigenous to the area are rewarded with a dark-blue berry that is uniquely Northwest. Typically used for jams, jellies, and pies, we have found that the blending together of the berry's tart juice and our

Riesling to be a real taste sensation. The subtle blueberry-like flavors of the huckleberry add nice complexities to the wonderfully intense spice and floral characters of our Riesling.

It

September 23, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #119

1) The following Holiday Promotion One-Time-Only items have limited 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 |
|---------------|--|--------------------------|-------|----------------|-----------------|-----------------|
| 082601 | Dekuyper Sour Apple Pucker Schnapps | 485 | 50 ml | 120 | 80686- 39590 | \$1.50 |

Remember your favorite sweet and sour candy from your youth that made you pucker? Now you can get that same flavor in a bottle. Sour Apple Pucker can be drank just about any way but please take note that unless you like a tart drink, you will want to use the Apple Pucker in moderation especially in Martinis.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|-------|----------------|-----------------|-----------------|
| 082781 | Dekuyper Buttershots Burst Schnapps | 490 | 50 ml | 120 | 80686- 31990 | \$1.50 |

Butterscotch Schnapps is a butterscotch flavored liqueur produced using a blend of sugar (brown) and butter using a neutral base spirit. The result is a liqueur that tastes like butterscotch candy. It obtains a rich gold color from the addition of either natural or artificial coloring agents.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|--------------------------|-------|----------------|-----------------|-----------------|
| 82841 | Dekuyper Luscious Peachtree Schnapps | 485 | 50 ml | 120 | 80686- 36590 | \$1.50 |

It's the taste of summer fun any time of the year--the flavor of fresh, sweet peaches. Drink it on its own or mixed with orange juice to enjoy the classic Peachtree Fuzzy Navel cocktail.

continued...

2) 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 | | | |
| 044421 | Cruzan Black Cherry Rum | 320 | 50 ml | 120 | 80686-96753 | \$1.00 |

Black cherry-flavored rum hand crafted and aged in St. Croix, U. S. Virgin Islands. A blend of premium Cruzan Rum and natural cherry flavors. Mix with Cruzan Light Rum and lemonade for a 'Cruzan Cherry Tart' or with Cruzan Light Rum and pineapple juice with a splash of ginger ale for a 'Cruzan Rum Breeze.'

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 | | | |
| 064002 | Absente Absinthe Refined Liqueur | 449 | 100 ml | 72 | 89768-21709 | \$6.00 |



Although marketed as "Absinthe refined" it contains no grande wormwood (*Artemisia absinthium*) but instead uses southern wormwood (*Artemisia abrotanum*) and is closer in form to pastis and not absinthe. Southern wormwood's constituents are different from grande wormwood. The supposed decreased thujone content allows Absente to be sold in the U.S.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-----------------------------------|----------------|--------|----------------|-------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 081510 | ULLR Peppermint/Cinnamon Schnapps | 480 | 750 ml | 6 | 84104-10161 | \$21.95 |



The combination of peppermint and cinnamon in ULLR encapsulates the winter sports experience. It starts out with a bracing peppermint flavor, but melts into a warm cinnamon finish. ULLR can be enjoyed in a variety of ways—in hot chocolate, in coffee, or on the rocks, but it really shines served ice cold and straight up, preferably right out of the snow.

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.

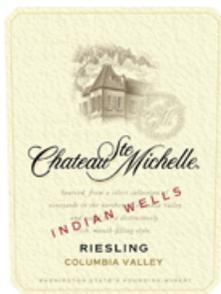
| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------|----------------|--------|----------------|-------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 087586 | El Jimador Blanco Tequila | 498 | 750 ml | 12 | 44607-06820 | \$21.95 |



El Jimador Blanco, which means "white" in Spanish, is crystal clear tequila that is bottled immediately after distillation. But don't let that clarity fool you, this tequila's unique taste comes straight from the 100% blue agave it's made from. Crisp, authentic tequila with subtle cooked agave taste and hints of citrusy sweetness that make it a good choice for tequila cocktails.

5) The following item is in the Distribution Center. This is a 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 | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|----------------|--------|----------------|-------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 626160 | Chateau Ste Michelle Indian Wells Riesling (Washington) | 682 | 750 ml | 12 | 88586-00223 | \$9.99 |



This Riesling highlights the ripe, tropical style from the warm Wahluke Slope region of Eastern Washington. This Riesling exhibits fruit-driven aromas of juicy pineapple and mango. The wine is rich and unctuous, while maintaining freshness and elegance.

September 30, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #121

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 |
|---------------|----------------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 041079 | Jeremiah Weed Sweet Tea Vodka | 290 | 50 ml | 120 | 82000- 00206 | \$1.25 |

Jeremiah Weed Southern Style Sweet Tea Vodka is a 70-proof sweet tea flavored vodka brewed lovingly in southern Kentucky.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 042722 | Malibu Island Melon Flavored Rum | 320 | 50 ml | 120 | 89540- 51023 | \$1.75 |

Melon-flavored rum created at the West Indies Rum Distillery at Brighton, Black Rock in Barbados. Malibu Caribbean Rum is aged in oak barrels for 1-2 years then blended with cantaloupe, honeydew and watermelon flavors. Aromas of fresh melon, with a hint of coconut and rum. Mix 1 part of Malibu Island Melon with 3 parts of iced tea and a splash of lemon-lime soda for a 'Malibu Melon Tea Twister.'

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 |
|---------------|------------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 089830 | Sauza Hornitos Anejo Tequila | 499 | 50 ml | 120 | 80686- 83539 | \$1.00 |

continued...

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. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|------------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 089841 | Sauza Hornitos Anejo Tequila | 499 | 750 ml | 12 | 80686- 83542 | \$32.95 |



Sauza Hornitos Anejo Tequila - A 100% de Agave Tequila, exceptionally blended and aged one to three years or more in American oak barrels and contains hints of vanilla, toasted wood and chocolate for a soft, smooth taste. Deep, rich and complex, Hornitos Añejo is an excellent choice for savoring on its own neat in a snifter.

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 | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 041206 | Firefly Sweet Tea Vodka | 290 | 1.75 L | 6 | 97291- 00015 | \$44.95 |



Handcrafted vodka, infused with American tea (grown less than 5 miles from the distillery) and natural sugar (from Louisiana sugar cane). First created at the Firefly Distillery on Wadmalaw Island, South Carolina. Mix 1 1/2 oz. of Firefly Sweet Tea with 1/2 oz. spring water and serve over ice for a 'Firefly Sweet Tea.' Or, blend equal parts of Firefly and lemonade for a 'John Daly.'

October 7, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #122

1) The following items will no longer be available in split case.

064136 – Di Saronno Amaretto, 750 ml

086106 – Dekuyper Triple Sec, 750 ml

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 |
|---------------|---------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 001801 | Skyy Infusions Six Pack 50 ml each | 030 | 300 ml | 12 | 21059- 75050 | \$8.95 |



This pack contains six Skyy Infusion flavors. Each flavor delivers the “true-to-fruit” taste of, sun-ripened Cherry, Citrus, Grape, Passion Fruit, Pineapple, and Raspberry.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 074472 | Hiram Walker Gingerbread Liqueur | 449 | 750 ml | 12 | 89540- 50707 | \$11.95 |



One of the seasonal blends that fit a very specific niche is the Gingerbread Liqueur. This flavor is only available around the holidays. Its flavor is derived from a blend of herbs and sweeteners meant to replicate one of the favorite treats of the winter season for easy, comforting cocktails.

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 | | | |
| 074476 | Hiram Walker Pumpkin Spice Liqueur | 449 | 750 ml | 12 | 89540-49960 | \$11.95 |



The Pumpkin Martini is one of the most requested cocktails each year between October and December. There are many ways to create such a cocktail, including purees, syrups and other pumpkin-flavored ingredients but a pumpkin liqueur is the easiest way to get the desired effect. That is where Hiram Walker's Pumpkin Spice Liqueur fits in where once only Bols produced this flavor of cordial. This liqueur is only produced during the holiday season and is worth the flavor and convenience if any pumpkin-flavored drink is your desire.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------|----------------|--------|----------------|-------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 034149 | Blavod Black Vodka | 260 | 750 ml | 6 | 61552-75001 | \$27.80 |



Blavod is triple distilled to achieve a pure, neutral vodka coloured with black catechu (cat-e-chu) to give its distinctive colour.

It

Olympia, Washington 98504-3096

September 18, 2009

HOLIDAY BUILDUP MEMO

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Debi Besser, Director of Purchasing Services
John Redal, Director of Retail Services
Chuck O'Donnell, Distribution Center Director (Acting)

SUBJECT: 2009 HOLIDAY BUILDUP PERIOD

1) **Holiday Buildup Overview**

This year's Holiday Buildup Plan includes 218 items, just those products which are forecast to sell 500 cases or more statewide for the month of December.

In an effort to maintain a smooth and reliable operations plan, we have established a level supply schedule based on historical sales data, OTO's, and product trends. The goal is to have product move through the D.C. in response to the anticipated store demand. This will be reflected in the weekly recommended order quantity for each of the 218 items. As each store pulls the recommended order quantity, new stock will arrive at the D.C. for the next wave of orders.

The attached Brand Outlet Report lists the recommended order quantities for each week (Weeks 1-9, based on the schedule on the next page). Stores should not order less than the recommended order quantity for each of the 218 items. Stores should only increase the recommended order quantity for these items if they are going to be on TPR or if there is some other significant demand above the recommended quantity.

All other items will be forecasted as normal by the POS system and will require typical adjustments based on anticipated store needs. Your cooperation with this process will help us to maximize fill rates and prevent capacity constraints.

The buildup of these 218 items will begin with the ship date **Thursday, October 8, 2009**, and end on **Friday, December 11, 2009**. During this period, all stores will receive 9 shipments.

2) **Order/Ship Day Changes**

To compensate for D.C. no shipment days throughout the holiday season, the suggested reorder download to your store and the order submission date may occur on a different day than normal to ensure that no store will have to go two weeks without receiving an order. **Please refer to your November and December Ordering/Shipping Calendars for the details.**

See the calendars on pages 2-4 for details of the changes. **If you have any questions about order and/or shipment days when you receive your November and December calendars, call the Service Desk.**

OCTOBER 2009

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--|---|-----------|--|--------|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 Automatic Holiday Buildup Shipments Start | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 Thursday Shippers place 1 st Buildup Order for DC Closure on 11/26 | 27 Friday Shippers place 1 st Buildup Order for DC Closure on 11/27 | 28 | 29 | 30 | 31 <u>HALLOWEEN</u> <u>SATURDAY</u> <u>BIG SALES!!!!</u> |

NOVEMBER 2009

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|---|---|---|---|---|----------|
| 1 | 2 Thursday Shippers place 2nd Buildup Order for DC Closure on 11/26 | 3 Friday Shippers place 2nd Buildup Order for DC Closure on 11/27 | 4 | 5 | 6 | 7 |
| 8 | 9 Thursday Shippers place 3rd Buildup Order for DC Closure on 11/26 | 10 Friday Shippers place 3rd Buildup Order for DC Closure on 11/27 | 11 <u>VETERAN'S DAY</u> DC OPEN AND SHIPPING STORES OPEN | 12 | 13 | 14 |
| 15 | 16 Thursday Shippers place Final Buildup Order for DC Closure on 11/27 | 17 Friday Shippers place Final Buildup Order for DC Closure on 11/27 | 18 | 19 | 20 | 21 |
| 22 | 23 Stores Shipping Monday, 11/30 place orders today. | 24 Stores Shipping Tuesday, 12/1 place orders today. | 25 Stores Shipping Wednesday, 12/2 place orders today. | 26 <u>THANKSGIVING</u> DC CLOSED STORES CLOSED | 27 <u>THANKSGIVING</u> DC CLOSED STORES OPEN | 28 |
| 29 | 30 Thursday Shippers place 1 st Buildup Order for DC Closure on 12/25 | | | | | |

DECEMBER 2009

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--|--|---|---|--|----------|
| | | 1 Friday Shippers place 1 st Buildup Order for DC Closure on 1/1 | 2 | 3 | 4 | 5 |
| 6 | 7 Thursday Shippers place 2nd Buildup Order for DC Closure on 12/25 | 8 Friday Shippers place 2nd Buildup Order for DC Closure on 1/1 | 9 | 10 | 11 Automatic Holiday Buildup Shipments End | 12 |
| 13 | 14 Thursday Shippers FINAL Buildup Order for DC Closure on 12/25 | 15 Friday Shippers place 3rd Buildup Order for DC Closure on 1/1 | 16 | 17 | 18 | 19 |
| 20 | 21 Friday Shippers place order today for Shipment on Thursday 12/24. Thursday Shippers Place NO order this week. | 22 Stores Shipping Monday 12/28 place order today. | 23 Stores Shipping Tuesday, 12/29 place order today. | 24 Stores Shipping Wednesday, 12/30 place order today. | 25 <u>CHRISTMAS HOLIDAY</u> DC CLOSED STORES CLOSED | 26 |
| 27 | 28 Thursday Shippers place order today for shipment on Thursday 12/31. Friday Shippers place NO order this week. | 29 Stores Shipping Monday, 1/4 place order today. | 30 Stores Shipping Tuesday, 1/5 place order today. | 31 Stores Shipping Wednesday, 1/6 place order today. | January 1 <u>NEW YEAR'S DAY</u> DC CLOSED STORES CLOSED | |

3) Same Day Shippers

Due to the heavy retail activity on the day before a holiday, stores who have same day or next day deliveries may wish to contact their delivering carrier if they do not wish to receive a delivery on Wednesday, **November 25, 2009**. The carrier **may** be able to hold and deliver the order on the following Friday or Monday.

4) 2009 Holiday OTO Items

In order to relieve congestion at the Distribution Center, we are shipping the 2009 Holiday One-Time-Only items as soon as they are received. All Holiday One-Time-Only items are to be displayed and offered for sale as soon as they are received in your retail outlet. **DO NOT** hold back Holiday items for sale later in the Holiday period. Please don't allow the Holiday OTO products to interfere with Washington Wine Month or Spooky Spirits displays.

Note: You may receive less than you ordered of certain products due to reduced allocations from suppliers.

5) Buildup of All Other Items

Remember to build up your orders to cover the following no ship days for items other than the 218 items included in Holiday buildup. The POS system will not forecast any double orders. **You will receive detailed buildup instructions prior to the buildup periods. Please be sure to follow these instructions and work with the buildup coordinator. The buildup coordinator is JUSTIN PETTIS, Retail Process Improvement Analyst (360) 664-4533 or jwp@liq.wa.gov. This will reduce the impact to the DC and help ensure the highest fill rate possible.**

| Build up orders on these dates | To cover NO SHIPMENT on these dates |
|---------------------------------------|--|
| October 26, November 2, 9, and 16 | November 26 |
| October 27, November 3, 10 and 17 | November 27 |

6) Additional Buildup Dates

Automatic holiday buildup of orders ends on Friday, December 11, 2009. You must manually build up your orders for **all brands** after this date to ensure enough inventory for weeks you will not receive a shipment due to the holidays.

For All Brands

| Build up orders on these dates | To cover NO SHIPMENT on these dates |
|---------------------------------------|--|
| November 30, December 7, and 14 | December 25 |
| December 1, 8, 15 and 21 | January 1 |

| BRAND | PALLET ORDER? | | | |
|-------|---------------|-------------------|-------------------|---------------------|
| 4716 | NO | | | |
| 5036 | NO | | | |
| 5326 | NO | | | |
| 5346 | NO | | | |
| 6998 | NO | | | |
| 10008 | NO | | | |
| 10626 | NO | | | |
| 10628 | NO | | | |
| 11056 | NO | | | |
| 11058 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 11066 | YES | 12 | 1080 | 90 |
| 11290 | NO | | | |
| 11294 | NO | | | |
| 11296 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 11298 | YES | 6 | 240 | 40 |
| 11346 | NO | | | |
| 11348 | NO | | | |
| 11586 | NO | | | |
| 11774 | NO | | | |
| 11776 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 11786 | YES | 12 | 1080 | 90 |
| 11788 | NO | | | |
| 12408 | NO | | | |
| 12466 | NO | | | |
| 12478 | NO | | | |
| 12884 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 12885 | YES | 12 | 1080 | 90 |
| 12886 | YES | 12 | 840 | 70 |
| 12888 | NO | | | |
| 13976 | NO | | | |
| 13978 | NO | | | |
| 14194 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 14196 | YES | 6 | 600 | 100 |
| 14199 | NO | | | |
| 14266 | NO | | | |
| 14268 | NO | | | |
| 14986 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 15626 | YES | 12 | 672 | 56 |
| 15776 | NO | | | |
| 16676 | NO | | | |
| 17956 | NO | | | |
| 17958 | NO | | | |
| 18196 | NO | | | |
| 19066 | NO | | | |

| | | | | |
|-------|-----|-------------------|-------------------|---------------------|
| 19068 | NO | | | |
| 19096 | NO | | | |
| 19226 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 19476 | YES | 12 | 540 | 45 |
| 19478 | NO | | | |
| 20248 | NO | | | |
| 22156 | NO | | | |
| 22216 | NO | | | |
| 25396 | NO | | | |
| 25606 | NO | | | |
| 25608 | NO | | | |
| 25616 | NO | | | |
| 26586 | NO | | | |
| 26824 | NO | | | |
| 26826 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 26828 | YES | 6 | 360 | 60 |
| 28086 | NO | | | |
| 28236 | NO | | | |
| 28866 | NO | | | |
| 28868 | NO | | | |
| 30318 | NO | | | |
| 31416 | NO | | | |
| 31418 | NO | | | |
| 32236 | NO | | | |
| 32238 | NO | | | |
| 34006 | NO | | | |
| 34008 | NO | | | |
| 34030 | NO | | | |
| 34116 | NO | | | |
| 34155 | NO | | | |
| 34198 | NO | | | |
| 34423 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 34433 | YES | 12 | 672 | 56 |
| 34456 | NO | | | |
| 34458 | NO | | | |
| 34579 | NO | | | |
| 34746 | NO | | | |
| 34748 | NO | | | |
| 34880 | NO | | | |
| 34905 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 34906 | YES | 12 | 768 | 64 |
| 34919 | NO | | | |
| 35416 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 35418 | YES | 6 | 360 | 60 |
| 35600 | NO | | | |
| 35616 | NO | | | |

| | | | | |
|-------|-----|-------------------|-------------------|---------------------|
| 36816 | NO | | | |
| 36188 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 36196 | YES | 12 | 900 | 75 |
| 36886 | NO | | | |
| 36908 | NO | | | |
| 36934 | NO | | | |
| 36936 | NO | | | |
| 36938 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 36940 | YES | 12 | 1080 | 90 |
| 37418 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 37474 | YES | 24 | 1560 | 65 |
| 37476 | NO | | | |
| 37478 | NO | | | |
| 37886 | NO | | | |
| 37888 | NO | | | |
| 37938 | NO | | | |
| 37984 | NO | | | |
| 37986 | NO | | | |
| 37988 | NO | | | |
| 37991 | NO | | | |
| 37994 | NO | | | |
| 37996 | NO | | | |
| 37998 | NO | Units/Case | Pallet QTY | Cases/Pallet |
| 38006 | YES | 12 | 900 | 75 |
| 38086 | YES | 12 | 660 | 55 |
| 38088 | YES | 6 | 360 | 60 |
| 38154 | NO | | | |
| 38156 | NO | | | |
| 38158 | NO | | | |
| 38628 | NO | | | |
| 39454 | NO | | | |
| 39456 | NO | | | |
| 39458 | NO | | | |
| 39758 | NO | | | |
| 41316 | NO | | | |
| 41746 | NO | | | |
| 41786 | NO | | | |
| 41796 | NO | | | |
| 41806 | NO | | | |
| 42166 | NO | | | |
| 42382 | NO | | | |
| 42716 | NO | | | |
| 43026 | NO | | | |
| 43028 | NO | | | |
| 43034 | NO | | | |
| 43035 | NO | | | |

| | |
|-------|----|
| 43036 | NO |
| 43038 | NO |
| 43046 | NO |
| 43124 | NO |
| 43125 | NO |
| 43126 | NO |
| 43128 | NO |
| 43156 | NO |
| 43285 | NO |
| 43316 | NO |
| 43334 | NO |
| 43336 | NO |
| 43338 | NO |
| 43386 | NO |
| 43388 | NO |
| 44956 | NO |
| 44966 | NO |
| 44968 | NO |
| 45016 | NO |
| 45018 | NO |
| 45068 | NO |
| 45586 | NO |
| 45728 | NO |
| 45886 | NO |
| 48104 | NO |
| 48106 | NO |
| 52316 | NO |
| 52318 | NO |
| 52582 | NO |
| 52596 | NO |
| 52598 | NO |
| 64136 | NO |
| 64866 | NO |
| 65066 | NO |
| 65125 | NO |
| 65126 | NO |
| 65195 | NO |
| 65254 | NO |
| 65256 | NO |
| 65258 | NO |
| 65266 | NO |
| 67192 | NO |
| 67261 | NO |
| 67266 | NO |
| 67524 | NO |
| 67526 | NO |

| | |
|--------|-----|
| 67528 | NO |
| 68034 | NO |
| 68036 | NO |
| 68038 | NO |
| 68126 | NO |
| 68128 | NO |
| 68306 | NO |
| 68846 | NO |
| 68848 | NO |
| 69945 | NO |
| 69946 | NO |
| 73986 | NO |
| 77482 | NO |
| 80574 | NO |
| 80576 | NO |
| 82606 | NO |
| 82786 | NO |
| 85976 | NO |
| 96191 | NO |
| 86386 | NO |
| 86886 | NO |
| 86916 | NO |
| 88294 | NO |
| 88296 | YES |
| 89191 | NO |
| 89194 | NO |
| 89196 | NO |
| 89198 | NO |
| 89206 | NO |
| 89617 | NO |
| 89638 | NO |
| 89786 | NO |
| 89836 | NO |
| 741200 | NO |
| 744205 | NO |
| 744400 | NO |

| Units/Case | Pallet QTY | Cases/Pallet |
|------------|------------|--------------|
| 12 | 420 | 35 |

October 15, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #124

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 November 1, 2009.

Reason:

| | | |
|--------|---|--------------------------|
| 009156 | Monarch Scotch, 750 ml | Discontinued by Supplier |
| 009158 | Monarch Scotch, 1.75 liter | Discontinued by Supplier |
| 423272 | Rosemount Shiraz Grenache-Australia, 750 ml | Discontinued by Supplier |
| 901875 | Rosa Ridge Viognier/Chardonnay Blend 2005, 750 ml | One-Time-Only |

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.

The retail of the special order brand code has been changed to match the retail of the listed brand code. 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 |
|-----------------------------|----------------------|----------------|--------|---------|
| 972388 | 064148 | Aperol Liqueur | 750 ml | \$24.95 |

3) The following brands have a NAME CHANGE only. The brand code and UPC code remain the same. You will receive shelf tickets with the new names effective November 1, 2009.

OLD NAME

NEW NAME

| | |
|--|--|
| 082784, Dekuyper Buttershots Burst Schnapps, 375 ml | 082784, Dekuyper Buttershots Schnapps, 375 ml |
| 082786, Dekuyper Buttershots Burst Schnapps, 750 ml | 082786, Dekuyper Buttershots Schnapps, 750 ml |
| 082844, Dekuyper Luscious Peachtree Schnapps, 375 ml | 082844, Dekuyper Peachtree Schnapps, 375 ml |
| 082846, Dekuyper Luscious Peachtree Schnapps, 750 ml | 082846, Dekuyper Peachtree Schnapps, 750 ml |
| 082849, Dekuyper Luscious Peachtree Schnapps, 1.75 liter | 082849, Dekuyper Peachtree Schnapps, 1.75 liter |
| 082881, Dekuyper Hot Damn! Burst 100 Proof Cinnamon Schnapps, 750 ml | 082881, Dekuyper Hot Damn! 100 Proof Cinnamon Schnapps, 750 ml |
| 086106, Dekuyper Signature Triple Sec, 750 ml | 086106, Dekuyper Triple Sec, 750 ml |

continued...

4) Brand code 092674, O'Mara's Irish Country Cream-Wine Base, 750 ml, is on TPR in November. You will not receive a TPR ticket for November. Please make a November TPR shelf ticket for this item. The November 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

5) 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 |
|------------|-------------------------------|--------------------|--------|-------------|-------------|--------------|
| 001371 | Bacardi Seven Pack 50 ml Each | 010 | 350 ml | 20 | 80480-00091 | \$7.95 |

Made with real fruit essences, natural flavors and premium Bacardi Rum, this full array of flavored spirits is overflowing with intense taste and infinite possibilities.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 001838 | Malibu Coconut Rum and Pineapple Juice Co-Pack | 020 | 1.75 L | 3 | 89540-49605 | \$24.95 |

Malibu coconut rum is a sweet, coconut flavored Caribbean white rum, with a taste reminiscent of coconut, almonds and mocha. It has a sweet light coconut aroma. Good mixed with fruit juices, cola, and other sodas.

Note: **The price has been reduced from \$32.95 to \$24.95 in October.**

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---|--------------------|--------|-------------|-------------|--------------|
| 002692 | Southern Comfort Liqueur with Two Glasses | 035 | 750 ml | 12 | 88544-24845 | \$19.95 |

A blend of bourbon and peach liqueur made in the U.S. Originated in the late 1800's in New Orleans as a drink called a Cuffs & Buttons, made with fresh peaches marinated in bourbon. The peach taste made the bourbon much more palatable to those that did not like straight whiskey. The original was a secret blend of flavors (peach, orange, vanilla, sugar and cinnamon). Mix 1 oz Southern Comfort with 1/2 oz Sloe Gin, 1/2 oz Amaretto and 1 and 1/2 oz of orange juice, garnish with and orange slice and serve over ice for an 'Alabama Slammer.'

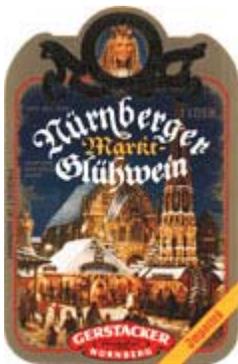
continued...

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 048148 | Hennessy VS Cognac Blending Art Edition | 351 | 750 ml | 12 | 81753- 81667 | \$34.95 |

Imported cognac from France. Full-bodied with a pronounced aroma of oak and hazelnuts. Rich, floral taste with tones of red berries and vanilla. A blend of 40 brandies (eau de vie) from the four premier crus (growing areas) of the Cognac region of France. Still operated by the Hennessy family. The VS stands for Very Superior and means that the cognac is aged for at least 2.5 years.

6) The following Holiday One-Time-Only item has limited inventory remaining in the Distribution Center. Please order in the normal manner. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 325050 | Nurnberger Markt Gluhwein | 820 | 1liter | 12 | 80368- 99800 | \$6.99 |



Glühwein is a mulled wine made of red grapes wine infused with spices reminiscent of the Holiday season, such as cinnamon, vanilla, cardamom pods, cloves, citrus and honey, and is drunk **warm**. Glühwein translated actually means glowing with heat (not with light).

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 | | | |
| 002068 | Hennessy XO Cognac with Two Snifters | 015 | 750 ml | 6 | 81753- 81657 | \$148.95 |

The original 'extra-old' cognac, first bottled in 1870 by Maurice Hennessy for family and friends. Darker and more complex than the VSOP.

continued...

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 | | | |
| 034146 | Belvedere Citrus Vodka | 265 | 750 ml | 6 | 87116- 06995 | \$32.95 |



Citrus flavored vodka imported from Poland. Made with natural ingredients only, including Dankowskie Gold Rye and the Mediterranean's finest sun-drenched fruit (lemons and limes). Belvedere vodka is blended with real fruit peel in a process called maceration to create a natural fusion between the rye vodka and the fruits essential oils.

October 21, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #126

1) The following Holiday Promotion One-Time-Only items have limited 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 |
|---------------|--|--------------------------|--------|----------------|-------------|-----------------|
| 000893 | Gentleman Jack Whiskey with Glasses | 035 | 750 ml | 6 | 82184-23879 | \$31.95 |
| 001051 | Chivas Regal 12 Year with Two Glasses | 015 | 750 ml | 6 | 80432-10608 | \$35.95 |
| 001177 | Glenmorangie Single Malt Scotch with Two Glasses | 015 | 750 ml | 6 | 81753-81375 | \$42.95 |
| 001541 | Beefeater Gin with Two Martini Glasses | 015 | 750 ml | 6 | 89540-50464 | \$21.95 |
| 001731 | 360 Vodka with Sandstone Coasters | 040 | 750 ml | 6 | 85592-13895 | \$20.95 |
| 001989 | Courvoisier VS with Flask | 020 | 750 ml | 6 | 80686-96105 | \$34.95 |
| 002229 | Christian Brothers Holiday Nog | 398 | 750 ml | 12 | 86036-20560 | \$10.95 |
| 002388 | E & J Superior Reserve VSOP with Flask | 040 | 750 ml | 6 | 85000-01371 | \$16.95 |
| 002501 | New Amsterdam Gin with Glasses | 035 | 750 ml | 6 | 85000-01722 | \$15.95 |
| 002655 | Belevedere Vodka Pure Silver Bottle | 020 | 750 ml | 6 | 81753-81598 | \$34.95 |
| 002836 | Kahlua Coffee with Mug & Three 50 ml Flavors | 020 | 900 ml | 6 | 89540-50370 | \$19.95 |
| 002984 | Agavero Tequila Liqueur with Two Glasses | 015 | 750 ml | 6 | 89768-11109 | \$33.95 |

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-------------|-----------------|
| 003006 | Chambord Liqueur with Flute Glasses | 015 | 375 ml | 6 | 83300-23446 | \$20.95 |
| 003077 | Frangelico Liqueur with Two Espresso Cups | 020 | 750 ml | 6 | 83664-86970 | \$28.75 |
| 003239 | Pallini Limoncello Liqueur with Two Cups | 015 | 750 ml | 6 | 36040-50500 | \$28.95 |
| 003396 | Tequila Rose Liqueur with Two Glasses | 015 | 750 ml | 6 | 85592-12835 | \$19.95 |
| 003461 | Cazadores Reposado Tequila with Shot Glasses | 015 | 750 ml | 6 | 80480-17020 | \$37.95 |
| 003684 | Sauza Hornitos Plata Tequila with Flask | 020 | 750 ml | 6 | 80686-83519 | \$29.95 |
| 003689 | Sauza Tres Generation Anejo Tequila with Glasses | 015 | 750 ml | 6 | 80686-83609 | \$49.95 |
| 003690 | Sauza Hornitos Reposado Tequila with Flask | 020 | 750 ml | 6 | 80686-83517 | \$31.95 |
| 065176 | Holly Toddy Rum & Brandy | 404 | 750 ml | 12 | 83103-13138 | \$14.95 |
| 073186 | Clear Creek Cranberry Liqueur | 470 | 750 ml | 12 | 16976-26100 | \$29.95 |
| 080045 | E & J Cask & Cream Chocolate Temptation | 425 | 750 ml | 12 | 85000-01237 | \$13.95 |

2) The following new item is in the Distribution Center. This is a size extension; 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 |
|---------------|-----------------------------------|--------------------------|--------|----------------|-------------|-----------------|
| 022214 | Woodford Reserve Straight Bourbon | 151 | 375 ml | 12 | 81128-01168 | \$18.95 |

The nose is quite woody and has light notes charcoal and dark chocolate. On the palate, it is smooth with subtle spice. It has a delicate woody sweetness, but not quite as potent as the nose. The finish is long and dry with a flowery twist. A hint of wood still lingers.

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 TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---------------------------------------|--------------------|--------|-------------|-------------|--------------|
| 00756 | Woodford Reserve Bourbon with Stopper | 040 | 750 ml | 6 | 81128-23749 | \$36.95 |
| 002703 | Cointreau Liqueur with Shaker | 020 | 750 ml | 6 | 87236-56554 | \$41.95 |

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.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---|--------------------|--------|-------------|-------------|--------------|
| 01170 | Dewar's Twelve Year Scotch with Two Glasses | 015 | 750 ml | 6 | 80480-01515 | \$34.95 |

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. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|-----------------------------|--------------------|--------|-------------|-------------|--------------|
| 041223 | Burnett's Pomegranate Vodka | 290 | 750 ml | 12 | 96749-20308 | \$12.45 |

Domestic vodka with natural pomegranate flavors. Burnett's vodka is quadruple distilled and triple charcoal filtered. Mix 2 parts Burnett's Pomegranate Vodka with 1 part triple sec and 1 part pomegranate juice and a squeeze of lime for a 'Pomegranate Martini' or with equal parts of grapefruit and cranberry juice for a 'Pomegranate Seabreeze.'

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---------------------------|--------------------|--------|-------------|-------------|--------------|
| 041271 | Burnett's Blueberry Vodka | 290 | 750 ml | 12 | 96749-20300 | \$12.45 |

Domestic vodka with natural blueberry flavors. Burnett's vodka is quadruple distilled and triple charcoal filtered. Use instead of rum for a 'Blueberry Mojito' or mix with equal parts of peach schnapps and cranberry juice for a 'Blueberry Compote.'

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-----------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 041294 | Burnett's Peach Vodka | 290 | 750 ml | 12 | 96749- 20088 | \$12.45 |

Domestic vodka with natural peach flavors. Burnett's vodka is quadruple distilled and triple charcoal filtered. Mix with lemon-lime soda for a 'Peach Fizz' or with peach schnapps (1.5 oz) and orange juice (6 oz) for a 'Fuzzy Peach.'

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 043073 | Admiral Nelson 101 Proof Spiced Rum | 320 | 750 ml | 12 | 88352- 12550 | \$15.95 |

Admiral Nelson's 101 is the newest addition to the Admiral's fleet of premium rums. With the same taste of Admiral Nelson's Spiced Rum, this is higher proof rum.

It

October 28, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #128

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 |
|---------------|---|--------------------------|--------|----------------|-------------|-----------------|
| 043028 | Admiral Nelson Spiced Rum with T-Shirt On-Pack (3 on 6) | 320 | 1.75 L | 6 | 88352-11526 | \$28.75 |

2) The following Holiday Promotion One-Time-Only items have limited 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 |
|---------------|---|--------------------------|--------|----------------|-------------|-----------------|
| 000915 | Jack Daniel's Black with Flask | 040 | 1.75 L | 6 | 82184-24674 | \$49.95 |
| 000960 | Jack Daniels's Single Barrel Ducks Unlimited Tin/Glass | 035 | 750 ml | 6 | 82184-23249 | \$47.95 |
| 001285 | Bushmills Irish with Two Glasses | 015 | 750 ml | 6 | 88076-17130 | \$24.95 |
| 001379 | Canadian Club with Tall Branded Glass | 015 | 750 ml | 6 | 80686-82114 | \$17.95 |
| 002951 | Saint Brendan's Irish Cream with Two Glasses | 015 | 750 ml | 6 | 88352-11001 | \$16.45 |
| 003110 | Hpnotiq Liqueur with Rock Glasses | 015 | 750 ml | 6 | 36040-01109 | \$29.95 |
| 003186 | Lucid Absinthe Liqueur with Glasses & Spoon | 020 | 750 ml | 6 | 94922-21769 | \$64.95 |
| 003595 | Cuervo Tradicional Tequila with Two Glasses | 015 | 750 ml | 6 | 83960-72637 | \$28.95 |
| 202300 | Graceland Three Pack Chardonnay/Merlot/Cabernet Sauvignon | 080 | 2.25 L | 4 | 48803-00137 | \$24.99 |

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 TYPE CODE # | SIZE | UNITS/CASE | UPC # | RETAIL PRICE |
|------------|--------------------------------------|--------------------|--------|------------|-------------|--------------|
| 000950 | Jack Daniel's Black with Two Glasses | 035 | 375 ml | 12 | 82184-23413 | \$14.95 |

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/CASE | UPC # | RETAIL PRICE |
|------------|-------------------------------------|--------------------|--------|------------|-------------|--------------|
| 002689 | B & B Dom Brandy with Dessert Glass | 015 | 750 ml | 6 | 80480-00068 | \$40.95 |

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/CASE | UPC # | RETAIL PRICE |
|------------|--------------------------------|--------------------|--------|------------|-------------|--------------|
| 077074 | Southern Comfort Hurricane RTP | 401 | 1.75 L | 6 | 88544-03851 | \$25.95 |

Southern Comfort Hurricane Ready-to-pour cocktail based on the drink made famous in New Orleans French Quarter. The Hurricane was invented during World War II at Pat O'Brien's bar in New Orleans and was named after the shape of a hurricane lamp. Southern Comfort Hurricane RTP is made with Southern Comfort, OJ, pineapple juice, grenadine and a splash of sour mix. Just add and serve in a traditional hurricane glass.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/CASE | UPC # | RETAIL PRICE |
|------------|--------------------------------|--------------------|--------|------------|-------------|--------------|
| 077076 | Southern Comfort Sweet Tea RTP | 401 | 1.75 L | 6 | 88544-03852 | \$25.95 |

Interestingly enough, sweet tea originated at the 1904 World's Fair in St. Louis...the same fair where New Orleans bartender M. W. Heron won a gold medal for his Southern Comfort. The mix of the lighter taste of sweet tea with Southern Comfort delivers an extraordinary drinking experience for any at home entertaining experience.

It

November 4, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #132

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.

The retails of the special order brand codes have been changed to match the retail of the listed brand codes. 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 |
|-----------------------------|----------------------|-------------------------------|--------|---------|
| 970342 | 015693 | Knappogue Castle Irish | 750 ml | \$37.95 |
| 972426 | 034188 | Effen Vodka | 750 ml | \$29.95 |
| 973699 | 041118 | Firefly Lemon Sweet Tea Vodka | 750 ml | \$22.95 |

The retails of the special order brand codes are the same as the retails of the listed brand codes. 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 |
|-----------------------------|----------------------|-----------------------------------|--------|---------|
| 973622 | 041124 | Firefly Peach Sweet Tea Vodka | 750 ml | \$22.95 |
| 973700 | 041127 | Firefly Raspberry Sweet Tea Vodka | 750 ml | \$22.95 |

2) The following Holiday Promotion One-Time-Only item has limited 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 |
|---------------|-------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 062806 | Old New England Egg Nog | 398 | 750 ml | 12 | 89552- 58500 | \$10.95 |

This beverage is made with a fine brandy, smooth blended whiskey and rum with natural egg nog base. The dairy ingredients used in this egg nog were prepared by H.P. Hood & Sons renowned dairy experts. All dairy ingredients have been homogenized.

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 | | | |
| 026601 | George Dickel Old #8 Whiskey | 170 | 50 ml | 120 | 88076-00648 | \$1.25 |

Color: dark gold amber

Nose: Browned salted butter dominates, sour-mash smell is also very evident along with toasted almonds. Some faint candy-apple sweetness and a tad bit of mincemeat.

Taste: Mainly the flavors of burned butter and roasted nuts come through with a bit of barrel char.

Mouthfeel: Very smooth but also pretty thin

Bottle: Long, skinny fluted neck, round base are in raised glass. Bottled in Canada.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------|----------------|-------|----------------|-------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 034306 | Effen Black Cherry Vodka | 265 | 50 ml | 120 | 56075-00022 | \$1.50 |

Black Cherry and vanilla flavored vodka imported from Holland. Made with pure spring water, premium wheat from Northern Holland, and natural flavors. Distilled hundreds of times and filtered through peat, rather than charcoal, to remove impurities. A subtle vanilla nose followed by a refreshing black cherry finish.

4) The following “seasonal” craft beers are in the Distribution Center. These items are not being automatically forced out. Please order in the normal manner. It is recommended that all stores with beer racks keep them fully stocked with the seasonal beers as well as the regular listed craft beers.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------------|----------------|--------|----------------|-------------|---------------------------------|
| | | TYPE CODE # | SIZE | | | |
| 929545 | Pyramid Snow Cap Winter Warmer | 97 | 355 ml | 24 | 76420-91108 | \$8.94/6pk or \$1.49 each |



Deep Mahogany in color, 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.

Best paired with shellfish, rich game and even rich chocolatey desserts.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------------|--------------------------|--------|----------------|-------------|---------------------------------|
| 929548 | Widmer BRRR Seasonal Ale | 97 | 355 ml | 24 | 02770-00700 | \$7.68/6pk or \$1.28 each |



Brrr provides a tangible, but not excessive, flavor that ultimately transitions into a candy-like malty sweetness and quick finish. Caramel and chocolate malts provide flavor complexity, and an enticing color. Its stealthy alcohol content of 7.15% will warm up even the chilliest of nights.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------------|--------------------------|--------|----------------|-------------|---------------------------------|
| 929549 | Redhook Winterhook Winter Ale | 97 | 355 ml | 24 | 21242-00004 | \$7.68/6pk or \$1.28 each |



Winter seasonal ales are often referred to as Winter Warmers due to their bold flavors and higher alcohol. Winterhook is an excellent example of this style with its rich, full body and deep chestnut color. Winterhook was brewed with nine different varieties of malt, giving the beer its complex malt profile with the perfect hints of chocolate and caramel. Four hop charges are added to balance the malt sweetness, leaving the beer with the perfect balance.

Winterhook pairs nicely with chicken, pheasant, turkey, duck and cheeses.

It

November 20, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #137

1) The following brand has been closed out for the following reason. A closeout shelf ticket will be sent to you effective December 1, 2009.

Reason:

950209 Chinaco Blanco Tequila w/Margarita Mix, 750 ml Summer Spirit 2008 OTO

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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 034030 | Absolut Citron Vodka with Ball Wrap On-Pack 12 on 12 | 265 | 750 ml | 12 | 35220- 00130 | \$23.95 |
| 034052 | Absolut Raspberri Vodka with Ball Wrap On-Pack 12 on 12 | 265 | 750 ml | 12 | 35229- 00830 | \$23.95 |
| 034116 | Absolut Mandrin Vodka with Ball Wrap On- Pack 12 on 12 | 265 | 750 ml | 12 | 35229- 00230 | \$23.95 |
| 089460 | Juanito Gold Tequila with Margarita Mix On-Pack 6 on 6 | 499 | 1.75 L | 6 | 65211- 31102 | \$29.20 |

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 |
|---------------|--|--------------------------|--------|----------------|-----------------|-----------------|
| 001223 | Johnnie Walker Black Scotch 100 th Anniversary Edition | 020 | 750 ml | 6 | 88076- 17478 | \$44.95 |

In celebration of the 100th anniversary of its iconic Striding Man logo, John Walker introduces the Black Label Limited Edition Centenary pack. The sleek high gloss black bottle is embellished with the Striding Man, made using 23 Carat Gold.

| | | | | | | |
|--------|-------------------------------------|-----|--------|---|-----------------|---------|
| 001656 | Captain Morgan Spiced Rum with Cola | 020 | 1.75 L | 3 | 82000- 74945 | \$37.95 |
|--------|-------------------------------------|-----|--------|---|-----------------|---------|

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. 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 |
|------------|-------------------------------------|--------------------|-------|-------------|-------------|--------------|
| 040915 | Smirnoff Twist of Pineapple Vodka | 290 | 50 ml | 120 | 82000-00244 | \$1.25 |
| 043072 | Admiral Nelson 101 Proof Spiced Rum | 320 | 50 ml | 120 | 88352-12551 | \$1.00 |
| 027553 | Seagram's 7 Crown Dark Honey Blend | 199 | 50 ml | 120 | 82000-00253 | \$1.75 |

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 |
|------------|------------------------|--------------------|-------|-------------|-------------|--------------|
| 065392 | Le Tourment Vert Vodka | 410 | 50 ml | 48 | 83431-00006 | \$6.00 |

6) The following One-Time-Only (OTO) item is in the Distribution Center. Selected stores received this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you did not receive an allocation please order in the normal manner. Please limit your weekly order to a maximum of one case or the equivalent of one week of sales. Please order in full cases only.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|---|--------------------|--------|-------------|-------------|--------------|
| 005079 | Glenfiddich Distillery Edition 102 Proof 15 Year Scotch | 100 | 750 ml | 6 | 83664-87118 | \$59.95 |

7) 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 |
|------------|---------------------|--------------------|--------|-------------|-------------|--------------|
| 034839 | Svedka Citron Vodka | 265 | 750 ml | 12 | 17768-12575 | \$13.80 |

The freshest juiciest California lemons and Mexican limes are carefully concentrated to produce an all natural essence before being blended with the traditional Svedka recipe.

continued...

8) The following “seasonal” craft beer is in the Distribution Center. This item is not being automatically forced out. Please order in the normal manner. It is recommended that all stores with beer racks keep them fully stocked with the seasonal beers as well as the regular listed craft beers.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|--------------------|--------------------------|--------|----------------|-----------------|----------------------------------|
| 929550 | Deschutes Jubelale | 97 | 355 ml | 24 | 63176- 80001 | \$7.98 6/pk or \$1.33 each |



Every year, fall’s crisp, cool air signals the imminent arrival of winter. Thoughts of snow, friends and family, the holidays, and — Jubelale. Brewed with dark crystal malt creating a luscious holiday note with bountiful hops to excite your taste buds— it’s easy to see why Jubelale is the perfect complement to the season.

December 2, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #142

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.

The retail of the special order brand code has been changed to match the retail of the listed brand code. 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 |
|--------------------------|-------------------|-------------|--------|---------|
| 973550 | 035527 | Bakon Vodka | 750 ml | \$29.45 |

2) A limited number of cases of the following item has been approved and ordered. When this arrives 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 |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 063528 | Salvador's Margarita Mix with T-Shirt On-Pack 3 on 6 | 398 | 1.75 L | 6 | 88352-12008 | \$17.45 |

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 |
|------------|--------------------------------------|--------------------|--------|-------------|-------------|--------------|
| 005437 | Laphroaig Single Malt 18 Year Scotch | 100 | 750 ml | 6 | 80686-81403 | \$84.95 |



This 18 year old expression of Laphroaig is made in limited quantities each year and savored by a fortunate few. A soft, sweet and spicy Islay peat smoke greets you when you first open the bottle. The immediate taste is an oak sweetness, from 18 years in the barrel. A faint hint of the sea can be detected, testimony to its time maturing on the remote island of Islay. Bottled at 48% ABV and non-chill filtered for a depth of taste and texture.

continued...

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|-------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 053360 | Soft Tail Giallo Grappa | 375 | 375 ml | 6 | 53182- 15174 | \$34.00 |

Our more complex Grappa, distilled from the Merlot, Syrah and Cabernet wine grapes grown in Yakima Valley. We collect our pomace seasonally from local wineries immediately after the pressing. Directly from the still, our Giallo is stored in French oak till golden in color and rich in personality. Filtered and bottled at 84 proof our Giallo Grappa has a smokey sweet aroma with a hint of raisins, vanilla and spices. Similar to an American bourbon, the best way to enjoy this experience is straight up or with a fine cigar.

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 |
|---------------|-------------------------|--------------------------|-------|----------------|-----------------|-----------------|
| 089623 | Patron Reposado Tequila | 499 | 50 ml | 60 | 21733- 00022 | \$6.00 |
| 089641 | Patron Anejo Tequila | 499 | 50 ml | 60 | 21733- 00021 | \$6.50 |

5) The following new items are in the Distribution Center. All stores received one case of these items. 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 |
|---------------|----------------------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 027554 | Seagram's Crown Dark Honey Blend | 199 | 750 ml | 12 | 82000- 00254 | \$17.45 |

A blended Whiskey with honey and natural flavors.

| | | | | | | |
|--------|------------------|-----|--------|----|-----------------|--------|
| 887050 | Red Hibiscus Mix | 999 | 946 ml | 12 | 82712- 00081 | \$6.49 |
|--------|------------------|-----|--------|----|-----------------|--------|



Red Hibiscus Natural Agave Cocktail Mix features hibiscus flowers, organic agave nectar, lemon, lime, orange juice and several secrets. No sugar, no high fructose corn syrup, no preservatives, no artificial flavorings, no artificial colors, gluten free and diabetic and cancer friendly. Incredible with tequila, vodka, whiskey, gin, rum or as a great non-alcoholic refreshing drink.

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. Split case available.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|------------------------------|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 026606 | George Dickel Old #8 Whiskey | 170 | 750 ml | 12 | 88076- 00643 | \$18.95 |

George Dickel #8 is a Tennessee whisky made from only the finest all natural grains. No preservatives or dyes are added. George Dickel Whisky is aged in new, charred American white oak barrels. This gives George Dickel #8 a creamy vanilla taste with caramel notes and a smooth finish. George Dickel felt his whisky was so smooth that he would always spell the 'whiskey' on the label without an 'e', keeping with the Scotch whisky tradition. Mix 1 ½ ounces of George Dickel #8 with 1 teaspoon of fine grain sugar, 2 cloves, a slice of lemon, and 1-2 ounces of boiling water, stir and garnish with a piece of cinnamon stick for a 'Dickel Toddy.'

7) 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 | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 628240 | Sterling Chardonnay Vintners Collection CA | 666 | 750 ml | 12 | 88692- 86025 | \$9.99 |



Tasting Notes:

Classic in both style and structure, the 2007 Chardonnay offers the quintessential balance that defines a well-made Chardonnay. With bright, enticing aromas of tropical fruit, green apple and white flowers, the wine opens up into well-rounded flavors of melon, peach, and fig cupped by vanilla and spice. From beginning to end, the wine tantalizes the palate with the perfect poise of refreshing acidity and mouth-filling creaminess. An ideal pairing for summer fare: fresh fish thrown on the grill or pasta tossed with basil, chicken and vegetables.

December 10, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #146

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

Reason:

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

continued...

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

348220 Bella Serra Merlot-Italy, 750 ml
 356330 Cella Bianco White-Italy, 1.5 liter
 361760 Falesco Vitiano-Italy, 750 ml
 411190 Gato Negro Shiraz-Chile, 750 ml
 452900 Concannon Petite Sirah CA, 750 ml
 470140 Gallo of Sonoma Merlot CA, 750 ml
 470520 Geysers Peak Merlot CA, 750 ml
 499260 Redwood Creek Merlot CA, 750 ml
 552925 Concannon Sauvignon Blanc CA, 750 ml
 558500 Concannon Chardonnay CA, 750 ml
 574400 Hess Chardonnay Select CA, 750 ml

3) The following repeat One-Time-Only (OTO) items 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 |
|---------------|--------------------|--------------------------|--------|----------------|-----------------|-----------------|
| 034122 | Crystal Head Vodka | 260 | 750 ml | 6 | 27040- 41141 | \$53.95 |

December 16, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #148

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 |
|---------------|---|--------------------------|-------|----------------|-----------------|-----------------|
| 027543 | Red Stag Kentucky Straight Bourbon with Black Cherry | 199 | 50 ml | 120 | 80686- 00101 | \$1.00 |
| 043250 | Captain Morgan Parrot Bay Strawberry Rum | 320 | 50 ml | 120 | 82000- 00224 | \$1.50 |
| 035389 | Finlandia Tangerine Fusion Vodka | 265 | 50 ml | 120 | 81128- 03414 | \$1.50 |
| 042870 | Seagram's Smooth Brazilian Rum | 300 | 50 ml | 120 | 80432- 10473 | \$1.00 |
| 043022 | Admiral Nelson Spiced Rum | 320 | 50 ml | 120 | 88352- 11689 | \$1.00 |

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 |
|---------------|---|--------------------------|-------|----------------|-----------------|-----------------|
| 001202 | Glenlivet French Oak & Nadura with Glass | 20 | 1.5 L | 3 | 80432- 10455 | \$99.95 |

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 |
|------------|--------------------------------------|--------------------|--------|-------------|-----------------|--------------|
| 041127 | Firefly Raspberry Sweet Tea Vodka | 290 | 750 ml | 12 | 97291- 00060 | \$22.95 |

This is the original Firefly Sweet Tea Vodka with a lip-smacking, sweet burst of natural raspberry flavor, and a little kick.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|----------------------------------|--------------------|--------|-------------|-----------------|--------------|
| 041118 | Firefly Lemon Sweet Tea Vodka | 290 | 750 ml | 12 | 97291- 00080 | \$22.95 |

This is the original Firefly Sweet Tea Vodka with a lemon twist that gives it a zesty, true Southern taste and a little kick.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--------------------------|--------------------|--------|-------------|-----------------|--------------|
| 041066 | Koenig Huckleberry Vodka | 290 | 750 ml | 12 | 81622- 07760 | \$19.95 |

Koenig is named for a microdistillery in Idaho--famous for potatoes! Koenig's website speaks of pure Rocky Mountain water, Idaho potatoes grown in volcanic soil, and small batches of vodka made in copper stills. Koenig Huckleberry vodka is made from the same Idaho potatoes and Rocky Mountain water but then infused with local huckleberries--grown wild in the mountains and a famous Idaho berry.

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--|--------------------|--------|-------------|-----------------|--------------|
| 889015 | Master of Mixes Margarita Mix | 999 | 1.75 L | 6 | 70491- 20603 | \$6.29 |
| 889042 | Master of Mixes Strawberry Daiquiri Mix | 999 | 1.75 L | 6 | 70491- 21103 | \$6.29 |

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December 30, 2009

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #151

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 | January Retail |
|--------------------------|-------------------|--|--------|----------------|
| 969246 | 042796 | Rhum Barbancourt Reserve Speciale 8 Year Rum | 750 ml | \$24.95 |
| 969969 | 015646 | Jameson 18 Year Irish Whiskey | 750 ml | \$89.95 |
| 970320 | 010890 | Forty Creek Barrel Select Canadian | 750 ml | \$24.95 |
| 970745 | 005493 | The Macallan Fine Oak 15 Year Scotch | 750 ml | \$81.95 |
| 971725 | 005492 | The Macallan Fine Oak 10 Year Scotch | 750 ml | \$43.95 |
| 973312 | 013110 | 8 Seconds Canadian | 750 ml | \$27.95 |

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 |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 005246 | Highland Park Single Malt 12 Year Scotch | 100 | 750 ml | 6 | 87236-40009 | \$47.95 |
| 005248 | Highland Park Single Malt 15 Year Scotch | 100 | 750 ml | 6 | 87236-40041 | \$71.95 |
| 027100 | Sazerac Rye 6 Year Rye Whiskey | 181 | 750 ml | 6 | 88004-13994 | \$29.95 |
| 002302 | Effen Black Cherry Vodka with Shaker | 20 | 750 ml | 6 | 56075-00023 | \$29.95 |

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 |
|------------|-----------------------------------|--------------------|--------|-------------|-------------|--------------|
| 087538 | 1800 Silver Tequila Artist Series | 498 | 750 ml | 12 | 11538-01041 | \$29.95 |

Introducing 12 new bottles designed by up-and-coming artists from New York to Hawaii, the 1800 Tequila Essential Artists series celebrates a dynamic range of original artwork on a unique and unexpected medium – bottles of 100% Agave Silver Tequila! Showcasing eleven designs gathered from over 15,000 online submissions, selected by 1800 Tequila, and one special edition ‘celebrity artist’ bottle, this new line is a vibrant example of the undiscovered, yet soon-to-be-recognized talent residing across the country.



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 TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|----------------|--------------------|--------|-------------|-------------|--------------|
| 064148 | Aperol Liqueur | 449 | 750 ml | 6 | 86785-90000 | \$24.95 |



Aperol's unique flavour and colour is achieved through a subtle blend of bitter orange, gentian, rhubarb and an array of herbs and roots.

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 |
|------------|-------------|--------------------|--------|-------------|-------------|--------------|
| 034188 | Effen Vodka | 260 | 750 ml | 6 | 80686-93805 | \$29.95 |

Initial nosing passes reveal a zesty and mildly spicy aroma that's focused on the cereal grain; the bouquet registers on the leaner, drier side of neutral grain spirits and as such is in direct opposition to other creamier, sweeter Dutch vodkas. Palate entry is moderately sweet, almost smoky; at midpalate, a flash of black licorice tempts the taste buds, then recedes, allowing the sweet, nearly smoky/pipe tobacco leaf taste to dominate.

6) 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 |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 650040 | Columbia Crest Vineyard 10 Rose (Washington) | 758 | 750 ml | 12 | 88586-00350 | \$2.99 |



“Aromas of light red fruits, including fresh cherries, strawberries and a hint of watermelon open this Rosé. On the palate, lively acidity accentuates the bright flavors of berries and cherries and lead into a crisp and refreshing finish.”

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 902072 | Ch Ste Michelle Nellies Garden Rose (Washington) | 758 | 750 ml | 12 | 88586-00321 | \$2.99 |



This is a special collaboration of the red and white winemaking teams from Chateau Ste. Michelle. The Syrah grapes are received and pressed at just the right color and flavor at our red facility in eastern Washington. Then most of the juice is transported to Woodinville in western Washington where it is cold fermented to retain all the wonderful fruit and floral aromas of the Syrah grape. What a team effort! It shows beautiful fruit aromas and flavors of strawberry, raspberry and subtle spice notes. For a change of pace, try this with some hard cheeses, smoked salmon, pizza with bacon, paella, pasta salad and even turkey!”

7) The following repeat 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 |
|---------------|---|--------------------------|--------|----------------|-----------------|-----------------|
| 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.

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