

January 5, 2011

**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 these items. A limited number of cases beyond those being allocated are available in the Distribution Center. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035742	Pinnacle Chocolate Whipped Flavored Vodka	265	50 ml	48	89708- 46082	\$1.25
087572	El Jimador Blanco Tequila	498	50 ml	120	44607- 00034	\$1.95

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
051545	Piscologia Brandy	355	750 ml	12	52037- 00200	\$34.95



Piscología® Pisco Acholado is a full-bodied, ultra premium white brandy distilled purely from a harmonious blend of Quebranta, Torontel and Italia grapes. Produced exclusively in Perú, its signature taste calls to mind the savory flavors of matured dried currant and banana. Uniquely fragrant, it exhibits alluring and pleasant aromas of honey, pecans and orange blossom. It can be sipped as a brandy, or mixed with a variety of ingredients to make the perfect cocktail such as the famous Pisco Sour. Many inventive executive chefs are exploring its culinary advantages as well.

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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
027470	Bernheim Original Wheat Whiskey	199	750 ml	3	96749-94100	\$29.95



Bernheim Whiskey uses winter wheat as the main grain instead of the more common corn, rye, or barley. Bernheim's exudes a light and airy honey color that is non-threatening, even inviting to the eye. It has a warm, yet sweet aroma that is delicate without coming off as too wispy. It has a fruity, nutty flavor that seems to miss the tongue and leave the drinker wanting another taste right away. While sipping it neat is quite good, a splash of filtered water will refine its textures and bring out a crisper experience. Bernheim's finishes clean with a noticeable lack of any overzealous bite.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
087643	Familia Camarena Silver Tequila	498	750 ml	12	85000-01682	\$21.95



Familia Camarena Tequila's are made from 100% Blue Agave sourced from the Los Altos Highlands region of Jalisco, and distilled at Casa Camarena. Agave plants are slow cooked in volcanic stone ovens. Only mountain spring water is used in fermentation. Double distilled in small batch pot stills. Unique and premium packaging.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089533	Familia Camarena Reposado Tequila	499	750 ml	12	85000-01732	\$21.95



Familia Camarena Tequila Reposado is aged for 2 months in both new and used American oak.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035743	Pinnacle Chocolate Whipped Flavored Vodka	265	750 ml	12	89708- 46080	\$15.95



Pinnacle is clean, smooth and extremely mixable. Handcrafted in small batches and quadruple distilled with spring water from the Southwest region of France, it has a smooth, balanced finish. Pinnacle Chocolate Whipped Vodka is 70 proof and can be enjoyed neat or on the rocks.

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
035628	Pinnacle Whipped Cream Flavored Vodka	265	1.75 L	6	89708- 46074	\$31.95



Pinnacle is a French vodka - clean, smooth and extremely mixable. Every sip of Pinnacle is inspired by a time honored recipe handed down from generation to generation. Made with a tradition and ancestral recipe produced with modern equipment in the Distillerie de la Tour. Handcrafted in small batches and quadruple distilled with spring water from the Southwest region of France, it has a smooth, balanced finish. Pinnacle Whipped Cream Vodka is 70 proof and can be enjoyed neat or on the rocks.