

January 12, 2011

**TO: ALL STORES AND CONTRACT LIQUOR STORES**

**FROM: Steve Burnell, Marketing Manager**

**SUBJECT: Merchandise Bulletin #004**

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 February 1, 2011.

**Reason:**

005381	John Barr Red Scotch, 1.75 liter	Supplier Out of Stock
005383	John Barr Red Scotch, 750 ml	Supplier Out of Stock
040936	Spudka Vodka, 750 ml	Discontinued by Supplier
498950	Randall Harris Merlot WA, 750 ml	Discontinued by Supplier

2) The following closeout Holiday OTO items will have an additional price reduction effective February 1, 2011. You will receive new shelf tickets for February.

002229	Christian Brothers Holiday Nog, 750 ml
059100	Evan Williams Egg Nog, 750 ml
061616	Pennsylvania Dutch Egg Nog, 750 ml
061618	Pennsylvania Dutch Egg Nog, 1.75 liter
065176	Holly Toddy Rum & Brandy, 750 ml
092270	Chocovine Chocolate Dessert Wine, 750 ml
325050	Nurnberger Markt Gluhwein, 1.0 liter
895502	Vibe Cocktail Hot Buttered Rum Mix, 946 ml
950116	Very Special Chocolates 10 Piece Crate Assortment, 3.5 oz
950131	Turin Chocolates 6 Piece Jose Cuervo, 2.1 oz
950132	Turin Chocolates 6 Piece Kahlua, 2.1 oz
950155	Weinrich Chocolate Bar Orange Truffle, 3.5 oz
950187	Very Special Chocolates 5 Count Bottle Box, 1.75 oz
950194	Schlunder Cappuccino Liqueur Cake, 14 oz
950197	Weinrich Chocolate Bar Rum Truffle, 3.5 oz
950204	Turin Chocolates 6 Piece Jack Daniels, 2.1 oz
950205	Turin Chocolates 6 Piece Malibu, 2.1 oz
950206	Turin Chocolates 6 Piece Baileys, 2.1 oz
950210	Schlunder Jamaican Rum Liqueur Cake, 14 oz
950216	Turin Chocolates 6 Piece Grand Marnier, 2.1 oz
950219	Turin Chocolates Grand Marnier 12 Piece Bag, 4.23 oz
950220	Turin Chocolates Baileys 12 Piece Bag, 4.23 oz
950221	Turin Chocolates Jack Daniels 12 Piece Bag, 4.23 oz
950222	Turin Chocolates Jose Cuervo 12 Piece Bag, 4.23 oz
950223	Turin Chocolates Kahlua 12 Piece Bag, 4.23 oz
950224	Turin Chocolates Malibu 12 Piece Bag, 4.23 oz
950225	Turin Chocolates Kahlua Box, 6.3 oz
950226	Turin Chocolates Baileys Box, 6.3 oz
950228	Weinrich Chocolate Bar Whiskey Truffle, 3.5 oz
950229	Very Special Chocolates 10 Piece Assortment, 3.8 oz

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3) The following closeout and discontinued items will have an additional price reduction effective February 1, 2011. You will receive new shelf tickets for February.

004948 Glen Garioch Single Malt 8 Year Scotch, 750 ml  
005646 Muirhead's Scotch, 750 ml  
009156 Monarch Scotch, 750 ml  
015248 Windsor Supreme 3 Year Canadian, 1.75 liter  
019099 Jim Beam Distiller's Limited Bourbon, 750 ml  
028116 Wet by Beefeater Gin, 750 ml  
028666 Magellan Gin, 750 ml  
028806 Quintessential Gin-England, 750 ml  
033991 Alchemia Chocolate Vodka, 750 ml  
033992 Alchemia Ginger Vodka, 750 ml  
034978 Jean Marc XO Vodka, 750 ml  
035002 Vincent Van Gogh Double Espresso Vodka, 750 ml  
035056 Trump Super Premium Vodka, 750 ml  
035155 Vincent Van Gogh Acai Blueberry Vodka, 750 ml  
036342 Hendrix Electric Vodka, 750 ml  
040906 Skyy Citrus Vodka, 750 ml  
041510 Hangar One Mandarin Blossom Vodka, 750 ml  
041516 Hangar One Kaffir Lime Vodka, 750 ml  
042513 Cockspur 12 Rum, 750 ml  
042606 Lemon Hart Demerara 151 Proof Rum, 750 ml  
046760 Rogue Spirits White Rum, 750 ml  
047580 Attache XO Royal Cognac, 750 ml  
047972 Chateau Fontpoint XO Cognac w/Cigar Cutter, 750 ml  
048090 Hardy XO Cognac w/2 Snifters, 750 ml  
048696 Martell VS Cognac, 750 ml  
051258 Kammer Williams Birne Pear in Bottle Brandy, 750 ml  
051354 Mazzetti Grappa Le Rose, 375 ml  
053726 Lairds Rare Apple Brandy, 750 ml  
056720 Clear Creek Eau De Vie of Douglas Fir Brandy, 375 ml  
056756 Kajmir Vanilla Brandy, 750 ml  
062070 Kahlua Vanilla White Russian 4/pack, 200 ml each  
062392 Margaritaville Pomegranate Mojito RTD, 1.75 liter  
064056 Alize Gold Liqueur, 750 ml  
065636 Marie Brizard Parfait Amour, 750 ml  
066581 Salvador's Premium Margarita Liqueur, 750 ml  
067588 Kapali Coffee Liqueur, 1.75 liter  
068043 Bailey's Coffee Irish Cream Liqueur, 750 ml  
069866 Par-D-Schatz Herb Liqueur, 750 ml  
073190 Clear Creek Loganberry Liqueur, 375 ml  
077464 Starbucks Coffee Liqueur, 750 ml  
077478 Tarantula Azul Blue Margarita RTD 4/pack, 200 ml each  
077509 Tarantula Mango Margarita RTD 4/pack, 200 ml each  
080389 Starbucks Cream Liqueur, 750 ml  
087385 Corralejo Blanco Tequila, 750 ml  
087561 El Diamante Del Cielo Blanco Tequila, 750 ml  
088328 Puerto Vallarta White Tequila, 1.75 liter  
090338 KWV Tawny Port, 750 ml  
092274 Colombo Dry Marsala-Italy, 750 ml  
092294 Colombo Sweet Marsala-Italy, 750 ml  
093256 Gallo Fairbanks Red Port, 1.5 liter  
094207 ISC White Port, 3.0 liter  
095736 Gallo Fairbanks Cocktail Dry Sherry, 1.5 liter  
213678 Klosterkeller Siegendorf Red w/Box of Chocolates, 750 ml  
221425 B & G St Emilion Red Bordeaux, 750 ml  
245295 B & G Pouilly-Fuisse '98 White Burgundy-France, 750 ml  
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254130 Drouhin Laforet Bourgogne Pinot Noir, 750 ml  
 285100 La Vielle Ferme Ventoux Rouge-France, 750 ml  
 343600 Ruffino Riserva Ducale Chianti, 750 ml  
 357000 Citra Montepulciano D'Abruzzo, 1.5 liter  
 402870 Black Swan Merlot-Australia, 750 ml  
 415610 Lancers Rose'-Portugal, 750 ml  
 419500 Marques De Caceres Red-Spain, 750 ml  
 423160 Robert's Rock Shiraz/Malbac-South Africa, 750 ml  
 460353 Corbett Canyon CA Cabernet Sauvignon, 1.5 liter  
 469560 Gallo of Sonoma Russian River Valley Pinot Noir, 750 ml  
 513355 Sutter Home Cabernet Sauvignon 4/pack, 187 ml each  
 513503 Sutter Home Merlot 4/pack, 187 ml each  
 519330 Villa Mt Eden Zinfandel CA Old Vines, 750 ml  
 537000 Rancho Zabaco Sonoma Heritage Vines Zinfandel, 750 ml  
 541230 Almaden Mtn Rhine, 3.0 liter  
 541245 Almaden Mtn Rhine, 4.0 liter  
 541945 Almaden Mtn Chablis, 3.0 liter  
 576770 Inglenook Vyd French Colombard, 3.0 liter  
 594170 Paul Masson Rhine Castle, 3.0 liter  
 626160 Ch Ste Michelle Indian Wells Riesling WA, 750 ml  
 628250 Sterling Sauvignon Blanc CA, 750 ml  
 710590 Moet & Chandon Brut 2000 Grand Vintage, 750 ml  
 710600 Moet & Chandon Brut Imperial, 750 ml  
 711510 GH Mumm Extra Dry, 750 ml  
 769927 Cooks Imperial Spumante CA 4/pack, 187 ml each  
 901660 Vin Du Lac Syrah '03 WA, 750 ml  
 901699 Kim Crawford Pinot Gris '04-New Zealand, 750 ml  
 901826 Sawtooth '03 Late Harvest White, 375 ml  
 950209 Chinaco Blanco Tequila w/Margarita Mix, 750 ml

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

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064136	Di Saronno Amaretto with Valentine Bag On-Pack (12 on 12)	420	750 ml	12	80480-01450	\$25.95

5) 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
040885	Smirnoff Spiced Root Beer Vodka	290	50ml	120	82000-74764	\$1.50
041900	Ursus Blue Raspberry Vodka	290	50 ml	120	82000-75054	\$1.00
089530	Familia Camarena Reposado Tequila	499	50 ml	60	85000-00882	\$1.75

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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
034561	Pearl Coconut Vodka	265	750 ml	12	88352- 12319	\$14.95



Vibrant, coconut cream aromas. A velvety entry leads to an oily sweetish medium-to full-bodied palate with rich coconut cream, toasted coconut, and nut flavors. Finishes very smoothly with a breath of minerality. Pure, clean and tasty with a nice level of sweetness. A great coconut-flavored spirit with a fresh and exotic taste of the islands. It has a rich and unique taste -- perfect for enhancing the versatility of today's cocktails.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035692	Pearl Caramel Vodka	265	750 ml	12	88352- 12640	\$14.95



Within every bottle of Pearl Caramel vodka is an intensely rich sensory experience, hand-crafted in micro-batches using the highest grade of ingredients and production methods. With each sip comes the assurance that Pearl Caramel is the perfect marriage of fresh, pure mountain water from the Canadian Rockies coupled with the world's highest-quality soft winter wheat is completely all natural and offers the subtlety and mild sophistication with a pleasant taste of caramel. Lightweight, satiny smooth body with a caramel bouquet brisk and refreshing with soft creamy aromas.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035699	Pearl Cucumber Vodka	265	750 ml	12	88352- 12527	\$14.95



Behind the incredibly smooth taste of Pearl Cucumber Vodka is a dedication to craftsmanship. Made from hand-selected soft winter wheat and crystal clean Canadian Rocky Mountain water, Pearl Cucumber Vodka is expertly crafted in micro-batches, distilled five-times and filtered six times to ensure the ultimate in smoothness and bold cucumber taste.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
063355	Skinny Girl Margarita RTD	396	750 ml	12	92049-00075	\$15.95



Everyone loves margaritas, but no one wants the guilt or the calories. That's why the Skinnygirl™ Margarita was created. At only 100 calories for a full 4 oz. serving, all natural ingredients, no preservatives or artificial colors, lightly sweetened with agave nectar and made with premium Blue Agave clear Tequila.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089386	Juarez Gold Tequila	499	750 ml	12	88352-10028	\$12.90



Gold with an amber glow. Medium light body. Dry. Reminiscent of smoke, almond, and tea. Light texture. Tart, slightly tannic entry. Unusual style combining dryness on the palate with aromas found at a campfire.

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

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
037936	Skol Vodka	285	750 ml	12	85676-10175	\$9.70
064864	Fireball Cinnamon Whiskey	401	375 ml	24	88004-14472	\$11.45

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

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043025	Admiral Nelson Spiced Rum Traveler	320	750 ml	12	88352-11728	\$12.95