

January 19, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #008

1) The following “old brand code” will be replaced by the “new brand code”. Continue to order the “old brand code” until it is no longer available at the distribution center, at which time the “new brand code” should automatically replace it. At that time, please take a marking pen and change all “old” case stock to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin. The January retail for both brand codes is \$84.95 and the February retail for both is \$54.95.

OLD BRAND CODE

NEW BRAND CODE

005147 – Glenrothes 94 Scotch, 750 ml

005141 – Glenrothes 98 Scotch, 750 ml

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

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|--|--------------------|--------|-------------|-------------|--------------|
| 017958 | Evan Williams Black Label Bourbon with 50 ml Evan Williams Cherry On-Pack (6 on 6) | 151 | 1.75 L | 6 | 96749-02114 | \$29.95 |

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

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|-------------------|--------------------|-------|-------------|-------------|--------------|
| 041910 | Ursus Punch Vodka | 290 | 50 ml | 120 | 82000-95050 | \$1.00 |

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

| BRAND CODE | DESCRIPTION | LIQUOR TYPE CODE # | SIZE | UNITS/ CASE | UPC # | RETAIL PRICE |
|------------|----------------------------|--------------------|--------|-------------|-------------|--------------|
| 041901 | Ursus Blue Raspberry Vodka | 290 | 750 ml | 12 | 82000-75055 | \$11.95 |

continued...



Ursus is Latin for "bear". Ursus polar bears represent the bold and cold nature of Ursus Blue Raspberry Vodka. This brightly-colored flavored vodka features a trio of polar bears on the label that shift color from white to blue when chilled below 45 degrees. Apart from a nifty gimmick, it is also designed to let the drinker know when Ursus has reached an "ideal" drinking temperature.

Ursus Blue Raspberry Vodka is triple distilled to taste great straight, on the rocks or with your favorite mixers. On the nose it reminds one of blue raspberry rock candy, and on the palate a slightly sweet tart raspberry note with a distinctive bright blue hue.

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|----------------|--------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 073715 | Evan Williams Cherry Reserve Liqueur | 401 | 750 ml | 12 | 96749- 02185 | \$14.95 |



Evan Williams Cherry Reserve is classified as a liqueur, not a whiskey. The full label description is 'Kentucky Liqueur the smoothness of Evan Williams with a sweet cherry taste.' It's a fine line between a liqueur, a flavored whiskey, and Kentucky straight bourbon whiskey infused with natural flavors.

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

| BRAND CODE | DESCRIPTION | LIQUOR | | UNITS/ CASE | UPC # | RETAIL PRICE |
|---------------|---|----------------|-------|----------------|-----------------|-----------------|
| | | TYPE CODE # | SIZE | | | |
| 643041 | Beringer White Zinfandel 2009 (California) | 790 | 1.5 L | 6 | 89819- 03842 | \$5.99 |



Tasting Notes:

In making Beringer's White Zinfandel, the focus is to highlight the fresh red berry, citrus and melon aromas and flavors, and round them out with subtle hints of nutmeg and clove. The wine has a youthful exuberance that is enjoyable as a sipper on its own, or with a variety of dishes.

Winemaker Notes:

Winemaking begins in the vineyard and often peaks with the harvest of the grapes that have been carefully tended all year long. Grapes for the California Collection White Zinfandel were picked at the peak of maturity and brought into the winery for gentle crushing. By keeping the juice in contact with the grapes' red skins for approximately three hours, a light blush color was retained. Beringer's winemakers then used slow, cool fermentations to preserve the vibrant, fresh strawberry, honeydew, and citrus aromas and flavors.