

February 9, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #020

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

OLD BRAND CODE	NEW BRAND CODE
003676 – Herradura Silver Tequila, 750ml (12 units per case)	003655 – Herradura Silver Tequila, 750 ml (6 units per case)
003678 – Herradura Reposado Tequila, 750ml (12 units per case)	003657 – Herradura Reposado Tequila, 750ml (6 units per case)

2) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. Once a new listed item has been received in the Distribution Center and the forceout is complete, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand code to the listed brand code.

Special Order Brand Code	Listed Brand Code	Description	Size	Retail
973870	034578	Pinnacle Vodka	1.75L	\$27.95

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

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
032236	Seagram’s Extra Dry Gin with 50 ml Seagram’s Lime Twisted Gin On-Pack (12 on 12)	225	750 ml	12	80432-40123	\$12.95
034919	Three Olives Vodka with 50 ml Three Olives Rangtang Vodka On-Pack (6 on 6)	260	1.75 L	6	89708-77822	\$39.95
034919	Three Olives Vodka with 50 ml Three Olives Purple Vodka On-Pack (6 on 6)	260	1.75 L	6	89708-77822	\$39.95
043028	Admiral Nelson Spiced Rum with Sunglasses On-Pack (6 on 6)	320	1.75 L	6	88352-11526	\$30.95
043076	Admiral Nelson Coconut Rum with Sunglasses On-Pack (12 on 12)	320	750 ml	12	88352-11948	\$11.95

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.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
084160	99 Apple Schnapps	485	50 ml	120	89000- 11839	\$1.50

5) The following new items are in the Distribution Center. These items 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
012881	Rich & Rare 3 Year Canadian	111	50 ml	120	88004- 00038	\$1.50

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
034368	Fris Skandia Vodka	260	1.75 L	6	80432- 10553	\$25.95



Fris Vodka has a clean and neutral aroma, and a velvety mouth feel. Serve it straight from the freezer, the colder the better!

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			
034276	Denaka Vodka	260	750 ml	12	88004- 01404	\$14.95



Medium light body. Dry. Reminiscent of white pepper, potato, charcoal. Smooth, delicate texture. Very refined, with a soft, easy entry. Spicy, lively finish.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044342	Calypso Spiced Rum	320	750 ml	12	85676-56380	\$12.45



Taste of the Caribbean, with a rich, mellow flavor. Ideal straight up or in mixed drinks. Product of the Virgin Islands.

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

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



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

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



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