

February 16, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #023

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

403195, Bodega Norton Malbec - Argentina, 750ml

Regular Retail - \$ 9.99

TPR Retail - \$ 6.99

Savings - \$ 3.00

606267, R Mondavi Woodbridge Moscato CA, 1.5L

Regular Retail - \$17.50

TPR Retail - \$ 9.99

Savings - \$ 7.51

2) The following wines are currently OTO's but will be regular listings effective March 1, 2011. The retails will not be changing from February to March. Please make TPR shelf tickets with the following information for March.

423870, Seven Red Blend - Spain, 3.0L

Regular Retail - \$19.99

TPR Retail - \$14.99

Savings - \$ 5.00

460440, Cupcake Cabernet Sauvignon CA, 750ml

Regular Retail - \$13.99

TPR Retail - \$ 8.99

Savings - \$ 5.00

551235, Big House White Blend CA, 3.0L

Regular Retail - \$19.99

TPR Retail - \$14.99

Savings - \$ 5.00

560350, Cupcake Chardonnay CA, 750ml

Regular Retail - \$13.99

TPR Retail - \$ 8.99

Savings - \$ 5.00

3) The following items will be on TPR in March. You will not receive TPR shelf tickets for March. Please make March TPR shelf tickets for these items.

092670, O'Mara's Caramel Irish Cream –Wine Base, 750ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

092674, O'Mara's Irish Country Cream –Wine Base, 750ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

continued...

4) 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
974220	027501	Headlong White Dog Whiskey	750ml	\$34.95

5) 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, 2011.

Reason:

006316	Tomatin 12 Year Single Malt Scotch, 750ml	Poor Sales
015660	Jameson Gold Reserve Irish Whiskey, 750ml	Poor Sales
034096	Absolut Kurant Sweden Vodka, 750ml	Poor Sales
034262	Finlandia Mango Vodka, 750ml	Poor Sales
034473	Level Vodka - Sweden, 750ml	Poor Sales
034715	Stolichnaya Cranberi Vodka, 750ml	Poor Sales
034729	Stolichnaya Elit Vodka, 750ml	Poor Sales
036261	Hangar One Straight Vodka, 750ml	Poor Sales
041576	Monarch Citron Vodka, 750ml	Poor Sales
044350	Cherry Jack Cherry Flavored Rum, 750ml	Poor Sales
044355	Cherry Jack Cherry Flavored Rum, 50ml	One-Time-Only
048656	Martell Cordon Bleu Cognac, 750ml	Poor Sales
054438	Mr. Boston Apricot Brandy, 1.75L	Poor Sales
055306	Dekuyper Cherry Brandy, 750ml	Poor Sales
063515	Sauza Mango Margarita, 1.75L	Poor Sales
073586	Dekuyper Hazelnut Liqueur, 750ml	Poor Sales
073616	Destinee Tropical Liqueur, 750ml	Poor Sales
087406	Jose Cuervo Platino Reserva De La Familia Tequila, 750ml	Poor Sales
089210	Cuervo Reserva De La Familia 100% Blue Agave Tequila, 750ml	Poor Sales
477805	J Lohr Est Paso Robles Los Osos Merlot, 750ml	Poor Sales
628240	Sterling Chardonnay Vintners Collection CA, 750ml	Poor Sales
768750	Argyle Brut Sparkling OR, 750ml	Poor Sales
884062	Daily's Strawberry Daiquiri Mix, 1.75L	Poor Sales
887050	Red Hibiscus Mix, 946ml	Poor Sales
893000	Redeye Bloody Mary Mix Original, 1.0L	Poor Sales
893030	Redeye Bloody Mary Mix Horseradish, 1.0L	Poor Sales
894411	Stirrings Mojito Mixer, 750ml	Poor Sales
895200	Thai Style Hot Bloody Mary Mix, 946ml	Poor Sales
900502	Arbor Crest Merlot, 750ml	Poor Sales

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

002229	Christian Brothers Holiday Nog, 750ml
059100	Evan Williams Egg Nog, 750ml
061616	Pennsylvania Dutch Egg Nog, 750ml
061618	Pennsylvania Dutch Egg Nog, 1.75L
065176	Holly Toddy Rum & Brandy, 750ml
092270	Chocovine Chocolate Dessert Wine, 750ml
325050	Nurnberger Markt Gluhwein, 1.0L

continued...

895502 Vibe Cocktail Hot Buttered Rum Mix, 946ml
 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

7) The following Holiday and OTO items will have an additional price reduction effective March 1, 2011. You will receive new shelf tickets for March.

000950 Jack Daniel's Black w/2 Glasses, 375ml
 001733 Appleton Estate Reserve Rum w/2 Glasses, 750ml
 003077 Frangelico Liqueur w/2 Espresso Cups, 750ml
 003528 El Jimador Reposado Tequila w/2 Shot Glasses, 750ml

8) 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
000430	Jim Beam Sampler Pack 50 ml Four Pack	030	200 ml	30	80686-03302	\$4.95

9) 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
064416	Benedictine Dom Brandy	405	750ml	12	80480-55540	\$29.70
950233	Wildcat White Moonshine Whiskey	199	750 ml	12	36211-98685	\$28.00

continued...

10) 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
043040	Bacardi Gold Rum Traveler	305	1.75 L	6	80480-02532	\$29.95

11) The following new item is in the Distribution Center. This is a size extension and 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
043242	Captain Morgan Spiced 100 Proof Rum	320	1.75 L	6	82000-74200	\$46.95

12) 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
077558	Thatcher's Blood Orange Liqueur	450	750 ml	6	98817-00236	\$19.95



Juicy and fresh picked feel which burst in all cocktails or on its own with sparkling water in the afternoon.

Use in margaritas, martinis, mojitos, sparkling wines and waters.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
077562	Thatcher's Cucumber Liqueur	449	750 ml	6	98817-00210	\$19.95



Crisp and refreshing feels like your biting into the pulp of a cucumber. Use in vodka and gin based cocktails.

continued..

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
77564	Thatcher's Elderflower Liqueur	449	750 ml	6	98817- 00208	\$19.95



Floral, savory and sweet which compliments brings a level of elegance to all creations. Use in vodka, champagnes and white wines.

lt