

March 9, 2011

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

**FROM: Steve Burnell, Marketing Manager**

**SUBJECT: Merchandise Bulletin #031**

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 April 1, 2011.

**Reason:**

002909	Bailey's Candy Cane 4/pk 50ml each, 200ml	One-Time-Only
036596	Kirov Vodka, 750ml	Discontinued by Supplier
036598	Kirov Vodka, 1.75L	Discontinued by Supplier
064446	Berentzen Apfel Korn Apple Liqueur, 750ml	Supplier Issue

2) 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
034188	Effen Vodka with 50 ml Effen Cucumber Vodka On-Pack (6 on 6)	260	750 ml	6	80686- 93805	\$28.95
034189	Effen Black Cherry Vodka with 50 ml Effen Cucumber Vodka On-Pack (6 on 6)	265	750 ml	6	80686- 93812	\$28.95

3) 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.

**LIMITED ORDER OF 5 CASES PER STORE PER WEEK 003123**

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003123	Jagermeister Herb Liqueur with Staghead Pourer	020	750 ml	12	83089- 66091	\$25.95

4) The following repeat 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.

**LIMIT 10 CASES PER STORE 003132**

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003132	Jagermeister Herb Liqueur with Party Bucket, Pump & Cups	020	1.75 L	3	83089- 66019	\$57.95

5) The following newly listed wines are in the Distribution Center. Selected stores received one case of these items. 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
403195	Bodega Norton Malbec (Argentina)	843	750ml	12	17888-79012	\$6.99



Rich dusky red in color. Ripe plum, spice and black pepper aromas. Good structure on the palate, sweet tannins, round and velvety.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
560350	Cupcake Chardonnay (California)	666	750 ml	12	81308-59207	\$8.99



Cupcake Chardonnay was crafted to emphasize the Central Coast's creamy and structured Chardonnay character. It starts off with a touch of apple, a hint of tropical fruits and is complimented by a balance of vanilla and spice. Malolactic fermentation is used with aging in small barrels to provide a rich mid palate that develops into a long, smooth, satisfying finish.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902057	Terra Blanca Arch Terrace Merlot (Washington)	884	750 ml	12	12516-99022	\$11.99



Opens with hints of cedar and spicy red fruit. Bright, juicy cherry and cloves up front on the palate lead to a gorgeous, lingering finish of dark cherry, blackberry and clove.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901734	Terra Blanca Arch Terrace Syrah (Washington)	887	750 ml	12	12516-00025	\$11.99



Aromas of raspberry and rose petals with subtle hints of smoke and leather lead to core flavors of wild blueberry and plum. The vibrant finish of plum with nuances of clover, cedar and smoke linger on the palate.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901735	Terra Blanca Arch Terrace Cabernet Sauvignon (Washington)	863	750 ml	12	12516-99023	\$11.99



An elegant Red Mountain Cabernet Sauvignon. The 2006 opens up with cedar, blackcurrant and a hint of eucalyptus. Dark fruit flavors of ripe raspberry and black cherry intermingle with vanilla and clove leading to a lingering finish of chalk, orange, and raspberries.

6) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are 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
429957	Yellow Tail Cabernet/Merlot (Australia)	840	750 ml	12	31259-01404	\$3.99



Bursting with ripe blackberry fruit. Bold flavors from the Cabernet Sauvignon and Merlot create a perfect blend of fruit with a hint of spice.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
429968	Yellow Tail Sauvignon Blanc (Australia)	640	750 ml	12	31259-03235	\$3.99



Vibrant citrus and passionfruit aromas with a refreshing taste of limes, tropical fruit and green apples

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
430008	Yellow Tail Shiraz/Grenache (Australia)	840	750 ml	12	31259-01406	\$3.99



Lush raspberry aromas and a touch of spice. The two varieties come together in a balanced blend with earthy tones and vibrant acidity.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
430013	Yellow Tail Pinot Grigio (Australia)	640	750 ml	12	31259- 00971	\$3.99



Lively green apple and pear aromas with a crisp, clean and refreshing palate in this Pinot Grigio wine.

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