

March 16, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #035

1) 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
004868	Dewar's White Label Scotch with Two Golf Balls On-Pack (6 on 6)	101	1.75 L	6	80480-23000	\$57.95
012888	Rich & Rare 3 Year Canadian with 50 ml Fireball Cinnamon Whiskey or Dr. McGillicuddy's Cherry On-Pack (6 on 6) three of each	111	1.75 L	6	88004-00033	\$25.95
038088	Platinum 7X Vodka with 50 ml Dr. McGillicuddy's Vanillia On-Pack (6 on 6)	285	1.75 L	6	88004-01272	\$24.95
041206	Firefly Sweet Tea Vodka with 50 ml Firefly Sweet Tea Bourbon On-Pack (6 on 6)	290	1.75 L	6	97291-00015	\$39.95
064135	Di Saronno Amaretto with Citrus Juicer On-Pack (12 on 12)	420	375 ml	12	80480-01451	\$13.95
066836	St. Germain French Liqueur with Carafe On-Pack (6 on 6)	449	750 ml	6	98804-00100	\$38.40

2) 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
040829	Skyy Infusions Blood Orange Vodka	290	50 ml	72	21059-83050	\$1.50

continued...

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.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
002912	Absolut Flavored Vodka Minibar 50 ml 5/Pack	010	250 ml	24	80432-90088	\$6.95



4) The following new item is in the Distribution Center. All 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
040831	Skyy Infusions Blood Orange Vodka	290	750 ml	12	21059-83750	\$19.95



Skyy Infusions Blood Orange has sweet, orange zest aromas with bright and juicy orange flavors. Beginning Bright, juicy fresh fruit. Mid palate Clove, baking spice, zest. Finish Clean, spice caramel.

5) The following new item is in the Distribution Center. 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
027501	Headlong White Dog Whiskey	199	750 ml	12	28028-03737	\$34.95



USDA certified organic grain grown by a third generation family farm in Walla Walla Washington. Repeatable, Smooth, Flavorful, Mixable. Approachable for non-whiskey drinkers. Lovely pale golden color. The characteristic white dog flavors are all still there and very identifiable, but there is also a lot of new tannin, smoke, and just a hint of vanilla hiding in there.

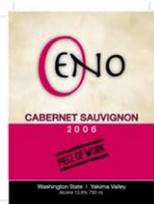
6) The following new items are in the Distribution Center. These items are size extensions and all stores received one case of these items. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an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

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034578	Pinnacle Vodka	260	1.75 L	6	89708-46522	\$27.95
038082	Platinum 7X Vodka	285	375 ml	12	88004-01276	\$6.95
064861	Fireball Cinnamon Whisky	401	50 ml	120	88004-14470	\$1.75

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

THERE ARE 223 CASES AVAILABLE

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902155	Kestrel Vintners "Oeno" Cabernet Sauvignon 2006 (Washington)	863	750 ml	12	51640-83207	\$5.99



Winemaker Notes:

Our fruit was sourced from several vineyards in the award winning Columbia Valley. This Cabernet boasts dark fruit flavors of blackberry, black currant and blueberry with hints of vanilla, herbs and spice. The mouth feel is round and silky leading to a clean long finish.

Blend: 97 % Cabernet Sauvignon, 3% Syrah.

Food Pairing: Grilled Steak, roasts, burgers and beef stroganoff.

THERE ARE 316 CASES AVAILABLE

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902156	Kestrel Vintners Raptor House Syrah 2005 (Washington)	887	750 ml	12	51640-73607	\$5.99



Winemaker Notes:

Washington Syrah is an amazing grape and this wine delivers the goods. The nose is big, floral and meaty with dark fruit blending with earth and spice. Medium to full-bodied this wine will develop in the glass and add complexity to the clean finish.

Blend: 87 % Syrah, 10% Cabernet, 3% Viognier.

Food Pairing: Grilled Meats, perfect for BBQ. Slow roasted meats with rosemary, Lamb.

continued...

THERE ARE 163 CASES AVAILABLE

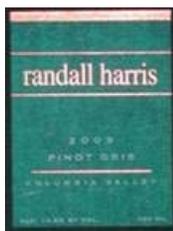
BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902157	Kestrel Vintners Raptor House Viognier 2006 (Washington)	699	750 ml	12	51640-71407	\$5.99



Winemaker Notes:
 The rich color prepares you for the bright citrus nose, honeysuckle, lemon zest and pear. The beautiful fruit is complimented with floral notes and round caramelized sugar.
 Blend: 100 % Viognier.
 Food Pairing: Lamb curry, roasted turkey, chicken marsala, clam chowder, halibut with fruit chutney.

THERE ARE 130 CASES AVAILABLE

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902158	Randall Harris Pinot Gris 2009 (Washington)	669	750 ml	12	57846-10265	\$6.95



This is the last wine to be produced by RL Wine Co. This 2009 Pinot Gris is from Willow Crest in Prosser, Washington. All estate grown fruit. 100% Pinot Gris. Bottled Fall 2010.
 The wine is very fresh and fruity with a nice balance of acidity and wonderful aromas. For a great taste try this wine slightly chilled for 25 minutes in the Refrigerator.

8) The following newly listed wine is in the Distribution Center. Selected stores received one case of this item. 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
460440	Cupcake Cabernet Sauvignon (California)	864	750ml	12	81308-59187	\$8.99



Tasting Notes:
 Rich and enticing, the Cupcake Cabernet Sauvignon is a balance between generous profiles of fruit and oak. This full-bodied yet smooth Cabernet Sauvignon displays soft tannins, with primary fruit flavors of blackberry, dark cherry and plums. The dark fruits melt with the flavors of mocha and toasty oak before ending with a long and silky finish.

Food Pairing:
 This wine pairs well with baked brie drizzled with honey or petite filet mignon with a cabernet reduction sauce.