

March 30, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #042

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
088548	Sauza Hornitos Plata White Tequila with Shot Glass On-Pack (12 on 12)	498	750 ml	12	80686- 83532	\$23.95
089836	Sauza Hornitos Reposado Gold Tequila with Shot Glass On-Pack (12 on 12)	499	750 ml	12	80686- 83502	\$27.95
089838	Sauza Hornitos Reposado Gold Tequila with Shot Glass On-Pack (6 on 6)	499	1.75 L	6	80686- 83505	\$59.95
089841	Sauza Hornitos Anejo Tequila with Shot Glass On-Pack (12 on 12)	499	750 ml	12	80686- 83542	\$28.95

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. 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
043179	Bacardi Rock Coconut Rum	345	50 ml	120	80480- 40167	\$1.00
073704	Evan Williams Honey Reserve Liqueur	401	50 ml	120	96749- 02179	\$1.00
073714	Evan Williams Cherry Reserve Liqueur	401	50 ml	120	96749- 02186	\$1.00

continued...

3) 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.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
027542	Rogue Dead Guy Whiskey	199	750 ml	12	95301- 14410	\$42.95



Tasting Notes: Delicately sweet with a rich malt complexity, opens up to a warm peppery finish.

6 Ingredients: Dead Guy Whiskey is made with the same 4 grains that are used to make Dead Guy Ale since 1991. Northwest Harrington, Maier Munich, Klages, and Carastan malts; Free Range Coastal Water & Distiller's yeast.

Dead Guy Whiskey is distilled from the sweet wort of Rogue's award winning Dead Guy Ale. Distiller's yeast is added and the sweet wort is fermented for seven days then double distilled in a 150 gallon copper whiskey still and ocean aged in oak.

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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
037224	Peabody Jones Organic Vodka	285	750 ml	12	28028- 03738	\$29.95



Delightfully smooth, with a creamy mouth feel and hints of butterscotch, vanilla and almond on the nose. Our distilling techniques retain the natural character and terroir of the soft winter wheat that can only be cultivated in Washington State. Finishes with a calming warmth devoid of heat.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
027562	Seagram's 7 Crown Stone Cherry Blend	199	750 ml	12	82000- 00291	\$15.95



Color: Amber.

Odor: Cherry flavored cough syrup but not as strong. The cherry scent is definitely predominant. No Citrus or "other" scent (other than the slight whiskey scent).

Taste: Straight it is very sweet, definite cherry flavor. Not bitter. Easy to sip.

continued...

5) The following new item 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
004616	Buchanan's Special Reserve 18 Year Scotch	101	750 ml	6	88110- 95534	\$79.95



This deluxe 18 year old scotch has full rich flavors that are followed by a full bodied palate and a rich smooth finish.

6) The following new item 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
019235	Knob Creek Single Barrel Reserve Bourbon	151	750 ml	6	80686- 01604	\$46.95



Color: Tawny to honey

Nose: Strong Alcohol prevalence, wheat characteristic, medium oak expression. Spice shows a hint of black pepper, cardamom and vanilla.

Taste: Alcohol expressed all over the tongue, especially forward. Corn, cardamom, coriander, and cooperage. Extraordinarily smooth.

Finish: Crisp and clean with lingering vanilla and oak.

7) 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
901475	Terra Blanca Arch Terrace Chardonnay (Washington)	665	750ml	12	12516- 00002	\$9.99



A bouquet of crisp apple and tropical fruit inter-mingle on the nose while proceeding to the palate accompanied by a touch of vanilla and citrus. Hints of oak and butter are subtle, yet distinct. Mango, pineapple, citrus, and spice linger on the long finish, perfectly balanced with the crisp natural acidity of the wine.

Red Mountain Estate Vineyard ~A Salmon Safe Certified Vineyard~