

April 6, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #044

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

OLD BRAND CODE

NEW BRAND CODE

003677 – Herradura Anejo Tequila, 750ml
(12 units per case)

003656 – Herradura Anejo Tequila, 750ml
(6 units per case)

2) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of these 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			
033986	Absolut Wild Tea Vodka	265	50 ml	120	35229- 00074	\$2.00



Fruity from the elderflower and bitter and earthy from the tea. The elderflower hits you first, but lightly, while the tea finish lingers. Now, the black tea is pleasant, refreshing, and authentic, a solid counterpoint to not just the elderflower but also the toughness of straight Absolut.

3) 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			
035279	Hammer + Sickle Russian Vodka	260	750 ml	6	94922- 54074	\$29.95



Hammer + Sickle is characterized by its round, smooth taste and subtle vanilla finish. Enjoy it in its purest form over ice or as an idyllic cornerstone for cocktails. Relying on a six-time filtered six-time distilled process utilizing only the finest hand cleared winter wheat from the black earth region.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035770	Pinnacle Cherry Whipped Flavored Vodka	265	750 ml	12	89708-46780	\$15.95



Whipped cream and cherry-flavored vodka imported from France. Handcrafted in small batches and quadruple distilled with spring water from the Champagne region of France. Pinnacle Cherry Whipped is a light, sweet combination of vanilla and cream with cherry flavors.

Shake 2 oz. Pinnacle Cherry Whipped with ice, strain into a chilled martini glass and garnish with a cherry for a Cherries N' Cream.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035773	Pinnacle Orange Whipped Flavored Vodka	265	750 ml	12	89708-46770	\$15.95



Pinnacle Orange Whipped is a light, sweet combination of vanilla and cream with orange flavors. Mix with orange juice and ice for an orange creamsicle flavored cocktail.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
072722	Christian Brothers Honey Liqueur	449	750 ml	12	86036-86277	\$15.95



Christian Brothers Honey is smooth, infusing pure natural Honey with the rich taste of Christian Brothers Brandy, distilled from premium grape varieties and aged in hand selected oak barrels. Enjoy straight, on the rocks, or in a variety of classic and easy to mix cocktails.

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4) There is additional inventory available in the Distribution Center of the following three repeat One-Time-Only (OTO) Yellow Tail wines. 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
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.