

May 4, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #054

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. This item has changed from 80 proof to 81 proof.

OLD BRAND CODE

NEW BRAND CODE

022116 – Wild Turkey 80 Proof Bourbon,

022121 – Wild Turkey 81 Proof Bourbon, 750ml
750 ml

2) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. 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 codes to the listed brand codes.

<u>Special Order Brand Code</u>	<u>Listed Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>June Retail</u>
971386	005246	Highland Park Single Malt 12 Year Scotch	750ml	\$49.95
973517	015711	Michael Collins Irish	750ml	\$26.95
974190	041927	Burnett’s Fruit Punch Vodka	750ml	\$12.45
974592	004556	The Black Grouse Scotch	750ml	\$29.95
974696	034496	Kru 82 Vodka	750ml	\$19.95

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