

May 11, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #058

1) The following brands have been closed out for the following reasons. **You can order these brands until May 31.** Closeout shelf tickets will be sent to you effective June 1, 2011.

	<u>Reason:</u>
015536 Bushmills 10 Year Single Malt Irish, 750ml	Poor Sales
030311 Gordon's Gin, 50ml	Poor Sales
034930 Three Olives Cherry Flavored Vodka, 1.75L	Poor Sales
035176 Vikingfjord Citrus Vodka, 750ml	Poor Sales
035216 Stolichnaya Blakberi Vodka, 750ml	Poor Sales
035388 Finlandia Tangerine Fusion Vodka, 750ml	Poor Sales
040800 Skyy Infusions Cherry Vodka, 750ml	Poor Sales
040826 Skyy Infusions Ginger Vodka, 750ml	Poor Sales
041066 Koenig Huckleberry Flavored Vodka, 750ml	Poor Sales
041279 Burnett's Grape Vodka, 750ml	Poor Sales
042020 Appleton Estate Reserve Rum, 750ml	Poor Sales
042022 Appleton Estate Reserve Rum, 50ml	One Time Only
054134 Dekuyper Apricot Brandy, 375ml	Poor Sales
056024 Dekuyper Peach Brandy, 375ml	Poor Sales
060055 Club Mudslide Cocktail, 200ml	Poor Sales
063513 Sauza Margarita Cocktail Cube, 1.75L	Poor Sales
063520 Sauza Original Margarita Cocktail, 1.75L	Poor Sales
065015 Galliano L'Autentico Liqueur, 750ml	Poor Sales
069636 Dr. McGillicuddy's Cherry Schnapps, 750ml	Poor Sales
085894 Arrow Triple Sec, 375ml	Poor Sales
086391 Montezuma Triple Sec, 750ml	Poor Sales
089634 Pancho Villa Gold Tequila, 375ml	Poor Sales

2) The following brands have been closed out effective June 1, 2011. You will receive Closeout shelf tickets for June.

035175 Vikingfjord Citrus Vodka, 50ml	One Time Only
035214 Stolichnaya Blakberi Vodka, 50ml	One Time Only
035389 Finlandia Tangerine Fusion Vodka, 50ml	One Time Only
040801 Skyy Infusions Cherry Vodka, 50ml	One Time Only
040825 Skyy Infusions Ginger Vodka, 50ml	One Time Only
041065 Koenig Huckleberry Flavored Vodka, 50ml	One Time Only
069631 Dr. McGillicuddy's Cherry Schnapps, 50ml	One Time Only
902146 Garlic Lady Bloody Mary Mix, Olives & Green Beans, 1.42L	Holiday 2010 OTO

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3) The following Closeout, Holiday and OTO items will have an additional price reduction effective June 1, 2011. You will receive new shelf tickets for June.

- 001048 Glenfiddich 12 Year Scotch w/Glass & Diary, 750ml
- 001798 Gromoff Wooden Tree Ornament w/50ml Vodka
- 002909 Bailey's Candy Cane 4/pack 50ml each, 200ml
- 034096 Absolut Kurant Sweden Vodka, 750ml
- 034262 Finlandia Mango Vodka, 750ml
- 041576 Monarch Citron Vodka, 750ml
- 044350 Cherry Jack Cherry Flavored Rum, 750ml
- 055306 Dekuyper Cherry Brandy, 750ml
- 063515 Sauza Mango Margarita Cocktail, 1.75L
- 073586 Dekuyper Hazelnut Liqueur, 750ml
- 073616 Destinee Tropical Liqueur, 750ml
- 074472 Hiram Walker Gingerbread Liqueur, 750ml
- 074476 Hiram Walker Pumpkin Spice Liqueur, 750ml
- 087406 Jose Cuervo Platino Reserva De La Familia Tequila, 750ml
- 089210 Cuervo Reserva De La Familia 100% Blue Agave Tequila, 750ml

4) A limited number of cases of the following item has been approved and ordered. When it arrives 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
064776	Cointreau Orange Liqueur with Shaker On-Pack (12 on 12)	450	750ml	12	87236-56510	\$36.95

5) 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
058872	Cuervo Authentic Light Lime Margarita	398	1.75L	6	82000-75510	\$19.95



Ready to serve, premixed cocktail that combines Jose Gold Tequila with triple sec and natural lime flavors for a classic margarita - only this one has just 100 calories per serving (I won't tell you how many calories a regular Margarita has - let's just say there are more than twice as many in the regular drink). Serve over ice in a salt-rimmed glass, or add ice and blend for a refreshing frozen drink.

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6) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 50ml trial size. 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
089802	Sauza Blue Reposado Tequila	499	750ml	12	80686-83901	\$18.95



The aroma has an intermingling of herbal, pepper, and sweet caramel. Taste is a blend of cooked agave and honey with well-defined wood notes. It is aged in non-toasted, smaller vats (vs. Hornitos). Pot/column distilled, and non-chilled filtration.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040835	Skyy Infusions Dragon Fruit Vodka	290	750ml	12	21059-82750	\$19.95



SKYY Infusions® Dragon Fruit has a versatile red berry taste that mixes well with juices, 7UP®/soda, tonic, ginger ale and lemonade.

7) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the 50ml trial size. 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
013042	Collingwood Canadian	111	750ml	6	81128-03406	\$31.95



Collingwood, a blend of two whiskies, takes its aging in white oak barrels, but receives a finishing stage in casks made of toasted maple wood. Water for Collingwood is spring water drawn Ontario's Georgian Bay. The whisky is triple distilled. And the new brand is bottled in a unique flask-style bottle with a large "over-cap." The whisky is smooth at 80-proof, and not as rye-centered as other Canadian whiskies. Notes of applesauce, cedar, butterscotch and molasses are in the nose.

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8) The following new item is in the Distribution Center. This item is a size extension and 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
086189	Hiram Walker Triple Sec	455	1.75L	6	89540-37100	\$18.95



- Color – Clear
- Nose – Strong, pungent orange; slightly bitter orange peel
- Taste – Sweet orange, citrus
- Finish – Orange, tart and sweet

9) 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
416232	Lindemans Moscato (Australia)	640	750ml	12	12354-00014	\$4.99

Peak Drinking: Drink on release to enjoy this wine's fresh fruit flavours.



Grape Variety: Gordo

Maturation: This wine is fermented in stainless steel and cold settled, before being bottled to retain fresh fruit flavours.

Colour: Pale white with a light frizzante.

Nose: The bouquet is fresh and lively with ripe grape and spice aromas. Riper tropical notes of paw-paw are also evident.

Palate: The palate shows fleshy grape flavours at the front, with peach and ripe pear nuances, finishing with balanced crisp acidity and zest.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902161	Maryhill Winemakers Red Blend (WA)	859	750ml	12	06648-10219	\$10.99



Year after year our Winemaker's Red is often the first Maryhill wine a person will experience. What a place to begin! Easy drinking with notes of complexity that make this wine a favorite of many. The characteristic caramelized cherries and smoke on the nose will delight "WMR" fans and entice first timers. On the palate black pepper and nutmeg lead to Cherries and cane berries and oak. The finish is clean and leaves you craving more. Pair with just about anything or sip daily (for your health of course). Cheers!