

May 18, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #061

1) The following items will be on TPR in June. You will not receive TPR shelf tickets for June. Please make June TPR shelf tickets for these items.

092670, O'Mara's Caramel Irish Cream –Wine Base, 750 ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

092674, O'Mara's Irish Country Cream –Wine Base, 750 ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

2) 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
027475	Bird Dog Blackberry Whiskey	199	750 ml	12	12459-01022	\$21.95



Blackberry-flavored whiskey produced in Bowling Green, Kentucky. A Gold Medal Award winner at the 2010 San Francisco World Spirits Competition in the, still relatively small, category of 'Flavored Whiskey.' Serve straight up or over ice.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035543	Ketel One Oranje Vodka	265	750 ml	12	85156-47500	\$28.95



Ketel One Vodka is infused with the all-natural essence of a select combination of Mandarin oranges from Italy and Valencia oranges from Florida and Brazil. This creates a unique taste profile defined by fresh orange zest, bright, juicy orange and hints of warm spice. Mix 1 ¼ ounce Ketel One Oranje Vodka with 3 ounces fresh orange juice in a rocks glass with ice, top with club soda or lemon-lime soda, stir and garnish with an orange slice for a 'Ketel One Oranje Fizz.'

continued...

3) 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
003038	Comandon VS Cognac	351	750 ml	12	36040- 51715	\$36.85



Buttery aromas of sautéed pears, caramel, leather, and peppery spice follow through on a soft, silky entry to a dry-yet-fruity medium-to-full body with raisin chutney and peppery spice notes. Finishes with a long, mineral and oak spice fade. Very flavorful and balanced.

International Review of Spirits Award: Silver Medal

Rating: 89 points (Highly Recommended)

Alcohol By Volume: 40.0%

Category: Cognac Three Star, Brandy

4) 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
064868	Fireball Cinnamon Whiskey	401	1.75 L	6	88004- 00928	\$39.95



A cinnamon Canadian whisky formerly Dr McGillicuddy's Fireball, now just FIREBALL CINNAMON WHISKY, same company, same great whisky - starts with the unmistakable taste of cinnamon and ends with a feisty kick of whisky. It is great as a shot, on the rocks, with cola or cranberry juice or in one's own creation.

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