

June 1, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #071

1) 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.

Special Order Brand Code	Listed Brand Code	Description	Size	June Retail
973354	064827	Domaine de Canton Ginger Liqueur (was OTO)	750ml	\$34.95
974583	004367	The Balvenie Caribbean Cask Single Malt 14 Year Scotch	750ml	\$64.95
974716	035780	Pinnacle Cake Flavored Vodka	750ml	\$15.95

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
015711	Michael Collins Irish Whiskey	120	750ml	6	83089-62200	\$26.95



A flavorful, easy drinking blend that can be enjoyed neat, on the rocks or in a variety of premium cocktails. The nose has aromas of honey, citrus and malt. Full, clean taste delicately balanced between honey sweet, citrus and malt flavors, with a fresh oak finish. New package which honors the whiskey tradition tells the rich story of Michael Collins and highlights the distinct characteristics of the whiskey.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
086670	Jack Daniel's Tennessee Honey Whiskey	401	750ml	12	82184- 00033	\$24.95



Honey-flavored Jack Daniel's Tennessee whiskey. Aromas of natural honey-comb, sweet molasses and roasted nuts. Flavors of Jack Daniel's whiskey laced with honey-comb, toasted nuts with hints of molasses, chocolate and pralines. Lower proof (70) and sweeter than regular JD. According to About.com 'Tennessee Honey is the perfect marriage of true honey flavor and the rich, authentic taste of Jack Daniel's and will appeal to both whiskey aficionados and those new to the world of whiskey.' Mix with iced tea or lemonade for a refreshing summer drink.

3) The following new item is in the Distribution Center. This item is a size extension and selected 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
034160	Belvedere Vodka	260	1.75L	3	87116- 06973	\$54.95



Imported from Poland, Belvedere is made from 100% Polish rye, distilled 4 times and charcoal filtered. It is made in a tradition that dates back over 500 years (the Polish invented vodka). The bottle is finished with a cork and features the Belvedere House which is the Polish equivalent to the White House. It has a distinct flavor of rye, is creamy smooth and has a clean finish.