

June 8, 2011

**TO: ALL STORES AND CONTRACT LIQUOR STORES**

**FROM: Steve Burnell, Marketing Manager**

**SUBJECT: Merchandise Bulletin #075**

1) 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
019112	Jim Beam Devil's Cut Kentucky Straight Bourbon	151	750ml	12	80686-00501	\$26.95



Kentucky straight bourbon. 'Devil's Cut' plays off the notion of 'angel's share,' referring to the bourbon lost to evaporation during aging. A portion of the bourbon aging in barrels gets trapped in the wood, that's what Beam calls the Devils Cut. This portion of the bourbon has rich oak and vanilla flavors. Beam's distillers have found a way to extract this premium bourbon from the barrel wood producing a bolder, darker bourbon with a slightly higher proof (90 as opposed to Jim Beam's 80). Serve straight in a whiskey tasting glass or over ice.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
033966	Absolut Orient Apple Vodka	265	750ml	12	35229-00080	\$23.95



Premium Swedish vodka with natural apple and ginger flavors. A mix of red, green, and golden apples with exotic, Asian ginger. The same flavor profile as Absolut Brooklyn. Unique bottle that when filled, the apple appears to be floating. Just add cranberry juice or mix 1 ½ parts Absolut Orient Apple with ½ part banana rum in a rocks glass over ice, fill with orange juice, and garnish with an orange twist for an 'Absolut Rising Sun.'

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034496	Kru 82 Vodka	255	750ml	6	12459-01025	\$19.95



This high quality wheat vodka from Holland is distilled in a continuous still, delivering a delicate rounded flavor and body. The nose reveals light powdered sugar and citrus notes. The flavor begins with a custard-like pastry note, melding with citrus and a spice finish so light it cannot be named.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035766	Three Olives Dude Lemon Lime Flavored Vodka	265	750ml	12	11538-01559	\$19.95



Ultra-premium imported vodka distilled in England. Handcrafted in small batches using a 300-year-old recipe that calls for the finest English wheat. Triple-distilled and triple-charcoal filtered to remove impurities. Three Olives Dude is a fusion of this imported vodka and the zingy taste of lemon and lime. Mix 1 part Dude with 1 part Apple Pucker and 1 part lemonade, chill and serve straight, for an 'Antifreeze' cocktail.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043163	Bacardi Arctic Grape Rum	345	750ml	12	80480-40171	\$16.95



Flavored rum imported from Puerto Rico. Made from the Arctic berry, also known as the Lingon berry, that is native to the Arctic Tundra throughout the Northern Hemisphere from Eura-sia to North America. Offers aromas of chilled refreshing white grapes along with exotic tart aromas of Arctic berries. Displays unique bold flavors of white grape with essences of Arctic berries. Mix with lemon-lime soda for a cool, refreshing summer cocktail.

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2) 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
057031	Bacardi Classic Hand-Shaken Daiquiri Cocktail	398	1.75 L	6	80480-00213	\$24.95



Since July 19 is National Daiquiri Day, there is no better time to lose the blender and enjoy the Hand-Shaken Daiquiri – a modern classic.

3) 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
088015	Lunazul Blanco Tequila	498	1.75L	6	96749-90854	\$39.95



Lunazul Tequila Blanco is 100% Blue Agave Tequila produced at Tierra de Agaves. Lunazul Blanco has a spicy nose and hints of hot pepper combined with a very smooth mint eucalyptus freshness.

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