

June 15, 2011

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

**FROM: Steve Burnell, Marketing Manager**

**SUBJECT: Merchandise Bulletin #078**

1) For the month of July 2011 we will be mailing out a full run of shelf tickets. This is normally done at this time each year so that old or worn tickets can be replaced and to ensure that each retail outlet has the most current shelf tickets. There will be a large number of closeout tickets. Some are old OTO's and Holiday OTO's with reduced retails. And some are old closeouts with additional price reductions.

2) The following brands have been delisted by the Board effective September 1, 2011. You can order these brands until the end of July. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

- 035047 Three Olives Watermelon Flavored Vodka, 750ml
- 035147 Three Olives Mango Flavored Vodka, 750ml
- 040806 Skyy Infusions Grape Vodka, 750ml
- 041271 Burnett's Blueberry Vodka, 750ml
- 042723 Malibu Island Melon Flavored Rum, 750ml
- 043020 Whaler's Vanille Flavored Rum, 750ml
- 043060 Bacardi Grand Melon Rum, 750ml
- 056835 Bacardi Raspberry Mojito Cocktail, 1.75L
- 060049 Club Extra Dry Gin Martini, 200ml
- 067193 X-Rated Fusion Liqueur, 375ml

3) 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
004556	The Black Grouse Scotch	101	750ml	12	87236-40042	\$29.95



The Black Grouse is a woodier spin on The Famous Grouse. It's made primarily of Highland Park and Macallan whiskys. And with The Black Grouse, things take a deeper, darker turn. The nose indicates quite clearly that you're getting into peat territory its smokiness lingering in the nostrils as it plays on the tongue as well.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041927	Burnett's Fruit Punch Vodka	290	750ml	12	96749- 20175	\$12.45



Fruit Punch flavored vodka made in the U.S. Quadruple distilled and triple charcoal filtered (for smoothness). Lasting aromas. Flavors of tart, fruits. Extended finish.

4) The following new items are in the Distribution Center. All stores received one case of these items. 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
902159	Garlic Lady Columbia Gorge Cocktail Onions	090	237ml	12	82712- 00088	\$6.49

Our top of the line naturally sweet pearl onion is harvested at the height of flavorful perfection and quickly plunged into our secret brine. Serve right out of the jar, in salads, in your favorite drink, as an appetizer or in your favorite recipe. Use the juice in the brine as a mouthwatering addition to meal preparation or drinks. Gluten Free.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902160	Garlic Lady Traditional Martini Olives	090	237ml	12	82712- 00084	\$6.49



Sicilian Olive stuffed with Pimento soaking in Vermouth.

5) The following new item is in the Distribution Center. Selected stores received one case of this item. 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
005246	Highland Park Single Malt 12 Year Scotch	100	750ml	6	87236- 40009	\$49.95



Single Malt Scotch imported from the Orkney Islands of Scotland - one of two northernmost distilleries in the country. 'Buying Guide to Spirits' gives it 96 points and says, 'A rich, full-bodied malt...that displays peaty richness and sea salt notes through the finish.' Paul Pacult's 'Kindred Spirits' takes it a step further and claims, Highland Park 12 Year, 'one of my top ten malts without any hesitation...a genuinely great single-malt experience.' He gives it Highest Recommendation status and gives it \*\*\*\*\* (his highest rating).

6) 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
058801	Captain Morgan Long Island Iced Tea	396	1.75L	6	82000- 74350	\$21.95



Ready-to-serve Long Island Iced Tea from Captain Morgan. A refreshing mix made with Rum, Vodka, Tequila, Gin and Triple Sec. Just pour over ice.