

June 29, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #083

1) The following closeout brand has been relisted effective July 1, 2011. You have received a white July shelf ticket with a retail of \$6.90.

086391 Montezuma Triple Sec, 750ml

2) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the trial size. 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
035780	Pinnacle Cake Flavored Vodka	265	750ml	12	89708-45845	\$15.95



Cake-flavored, handcrafted, small batch vodka imported from France. Cake, cupcakes, and other desserts have become increasingly popular in all food and beverage categories. Mix 2 oz Pinnacle Cake with 2 oz of milk and a splash of Coconut Jack Rum shake with ice and strain into a chilled martini glass for a 'Coconut Cake.'

3) The following new items are in the Distribution Center. This is a size extension and is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035289	Pinnacle Vodka Traveler	260	750ml	12	89708-46543	\$10.95
035777	Pinnacle Whipped Cream Flavored Vodka Traveler	265	750ml	12	89708-46071	\$15.95

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4) 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
089644	Patron Anejo 100% Agave Tequila	499	375ml	12	21733- 00096	\$29.95



Pale straw colour with a water-like hue. The aromas are relatively subdued, revealing subtle notes of charry vanillan oak, liquorice, old tobacco and clay. The full bodied palate is exceptionally smooth offering flavours of sweet spice, baked citrus and a hint of peppermint. Very gently warming. The aftertaste fades a little too quickly, becoming dry with very subtle flavours of liquorice, spice and cedary oak. Smooth, soft and light. 40% Alc./Vol. Sold in a one-of-a-kind hand-blown bottle which is numbered and signed by a craftsman.

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