

July 13, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #087

1) The following closeout brand has been relisted effective August 1, 2011. You will receive a new shelf ticket for August. The August retail will remain at \$14.95. The retail will go back up September 1 to \$19.95.

041066 Koenig Huckleberry Flavored Vodka, 750ml

2) The following brand has been discontinued effective August 1, 2011. You will receive a discontinued shelf ticket for August.

Reason:

066033 Navan Vanilla Cognac Liqueur, 750ml

Discontinued by Supplier

3) The following OTO item will have a price reduction effective August 1, 2011. You will receive a new shelf ticket for August.

027558 Golden Samish Bay Whiskey, 750ml

4) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 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
035650	Eristoff Vodka	260	750ml	12	80480-29602	\$15.95



Vodka imported from the North West Region of the European country of Georgia, otherwise known as the 'land of the wolf.' First created in 1806 for Prince Eristoff. Made from 100% pure grain, triple distilled and filtered through hardwood charcoal for smoothness. Clean tasting with a slight hint of licorice and green apple and a smooth creamy aftertaste. Use in your favorite vodka cocktail.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035652	Eristoff Black Vodka	265	750ml	12	80480-29608	\$15.95



Eristoff Black is named after its rich, dark color and tastes of wild berries. The main aroma in this blend is black current and assorted other berries. Mix with Coke for a 'Black Wolf' or with coffee liqueur and Coke for a bit of 'Black Magic.' (Note: due to its viscosity, Eristoff Black will float above mixers like tonic or lemonade, creating a two-colored, layered cocktail.)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035655	Eristoff Red Vodka	265	750ml	12	80480-29605	\$15.95



Eristoff Red is named after its bright red color and tastes of sweet sloe berries (also found in sloe gin) and raspberry. Mix with Coke for a 'Red Wolf' or with hazelnut liqueur for a 'PB&J.'

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040841	Pucker Cherry Flavored Vodka	290	750ml	12	80686-11905	\$18.95



Domestic cherry-flavored vodka from the makers of DeKuyper Pucker cordials and schnapps. Bold, four-times distilled vodka with all natural flavors. Tangy, deep cherry bite with a touch of berries.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040845	Pucker Citrus Flavored Vodka	290	750ml	12	80686-11913	\$18.95



Aromas and flavors of just-squeezed, juicy orange with a tangerine burst.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040849	Pucker Grape Flavored Vodka	290	750ml	12	80686-11909	\$18.95



Bold, four-times distilled vodka with all natural flavors. Flavors of fresh sweet concord grapes.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040853	Pucker Sour Apple Flavored Vodka	290	750ml	12	80686-11901	\$18.95



Bold, four-times distilled vodka with all natural flavors. Flavors of crisp and tart Granny Smith apples.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041991	Firefly Skinny Tea Vodka	290	750ml	12	97291-00013	\$22.95



Co-founder Scott Newitt wanted to satisfy our fan's requests and Skinny Tea delivers. Newitt tells us, "Firefly Skinny Tea is our original sweet tea flavored vodka, minus the sugar. It is still infused with South Carolina tea but the difference is in the sweetener. Our Skinny Tea is made with Truvia™, created from Stevia, an herb that is naturally sweet and sugar free." He adds, "The Skinny Tea will appeal to consumers, especially women, who still want the great taste of the original Firefly Sweet Tea, but with fewer calories and no carbs. It's refreshing and delicious yet still packs a little punch. We recommend enjoying it with water, sugar-free juices or mixers for a lighter cocktail experience."

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
059046	Cuervo Light Lime Margarita Mix	999	1.75 L	6	82000-75514	\$5.95



Ready to serve, premixed cocktail that combines Jose Gold Tequila with triple sec and natural lime flavors for a classic margarita - only this one has just 100 calories per serving (I won't tell you how many calories a regular Margarita has - let's just say there are more than twice as many in the regular drink). Serve over ice in a salt-rimmed glass, or add ice and blend for a refreshing frozen drink.

5) 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
035737	Pinnacle Whipped Cream Flavored Vodka	265	375 ml	12	89708-46078	\$8.95



Whipped cream-flavored vodka imported from France. Handcrafted in small batches and quadruple distilled with spring water from the Champagne region of France. The time-honored recipe has been handed down from generation to generation. Pinnacle Whipped Cream is a light, sweet combination of vanilla and cream. Mix 2 oz. Pinnacle Whipped Flavored Vodka with 4 oz. of ginger ale for a 'Whipped Cream Soda.'