

July 27, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #093

1) A limited number of cases of the following items have been approved and ordered. When they arrive at the Distribution Center, you may receive the special packaging while supplies last when you order full cases. Please use this special packaging for sales to retail customers and fill Class H orders with regular stock whenever possible.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034030	Absolut Citron Sweden Vodka with Glimmer Label On-Pack (12 on 12)	265	750ml	12	35229-00130	\$21.95

2) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 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
074763	Tequila Rose Hot Rose Liqueur	449	750ml	12	85592-14355	\$19.95



Tastes similar to Red Hots with a creamy fruit feel initially on the palate followed by a nice smooth and spicy finish consumers are looking for (spicy cinnamon cream liqueur).

Oatmeal Cookie recipe
1 oz Hot Rose
1 oz Butterscotch Schnapps
Serve as a chilled shot.

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
065229	HpnotiQ Harmonie Liqueur	449	750ml	6	96749-00314	\$29.95



Harmonie is a liqueur which infuses premium French Vodka, natural fruits, flowers, and Cognac. Its vibrant, violet color and refreshing blend of infused berries, violets, lavender and premium spirits make any occasion more fabulous. Can be served straight, on the rocks or mixed.

3) The following new item is in the Distribution Center. Selected 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
064827	Domaine De Canton Ginger Liqueur	449	750ml	6	36040-01848	\$34.95



Domaine de Canton is a French ginger liqueur comprised of eau-de-vie and VSOP and XO Grande Champagne Cognacs, which themselves are produced using fresh Tahitian vanilla beans, Provençal honey and Tunisian ginseng – creating a fresh and all natural liqueur. The ginger comes from fresh, rare baby Vietnamese ginger and adds a wonderful flavor profile to this unique distilled spirit. Together, these carefully blended ingredients create an intense and complex taste.

It