

August 10, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #099

1) The following brands have been closed out effective September 1, 2011. You will receive Closeout shelf tickets for September.

Reason:

035047	Three Olives Watermelon Flavored Vodka, 750ml	Poor Sales
035147	Three Olives Mango Vodka, 750ml	Poor Sales
040806	Skyy Infusions Grape Vodka, 750ml	Poor Sales
040808	Skyy Infusions Grape Vodka, 50ml	One Time Only
041271	Burnett's Blueberry Vodka, 750ml	Poor Sales
042722	Malibu Island Melon Flavored Rum, 50ml	One Time Only
042723	Malibu Island Melon Flavored Rum, 750ml	Poor Sales
043020	Whaler's Vanille Flavored Rum, 750ml	Poor Sales
043060	Bacardi Grand Melon Rum, 750ml	Poor Sales
056835	Bacardi Raspberry Mojito Cocktail, 1.75L	Poor Sales
060049	Club Extra Dry Gin Martini, 200ml	Poor Sales
067193	X-Rated Fusion Liqueur, 375ml	Poor Sales

2) The following Closeout items will have an additional price reduction effective September 1, 2011. You will receive new shelf tickets for September.

015536	Bushmills 10 Year Single Malt Irish, 750ml
034930	Three Olives Cherry Flavored Vodka, 1.75L
035176	Vikingfjord Citrus Vodka, 750ml
035216	Stolichnaya Blakberi Vodka, 750ml
035388	Finlandia Tangerine Fusion Vodka, 750ml
040826	Skyy Infusions Ginger Vodka, 750ml
041279	Burnett's Grape Vodka, 750ml
042020	Appleton Estate Reserve Rum, 750ml
054134	Dekuyper Apricot Brandy, 375ml
056024	Dekuyper Peach Brandy, 375ml
060055	Club Mudslide Cocktail, 200ml
063513	Sauza Margarita Cocktail Cube, 1.75L
063520	Sauza Original Margarita Cocktail, 1.75L
065015	Galliano L'Autentico Liqueur, 750ml
069636	Dr. McGillicuddy's Cherry Schnapps, 750ml
085894	Arrow Triple Sec, 375ml
089634	Pancho Villa Gold Tequila, 375ml
902080	Garlic Lady Crispy Green Beans, 237ml
902082	Garlic Lady Sicilian Garlic Olives, 237ml
902083	Garlic Lady Sicilian Garlic Cloves, 237ml
902084	Garlic Lady Pickled Original Garlic, 237ml

continued...

3) The item below was on last week's merchandise bulletin. A sell sheet is now available. Stores please use the following link to access a printable sell sheet for this product. [Monopolowa Gin](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028698	Monopolowa Vienna Dry Gin	200	750ml	12	86208-36114	\$16.95



J.A. Baczewski's secret recipe uses only the heart of the potato distillate to produce this unique gin. The finest, exclusively-sourced botanicals are then distilled to their essence and combined with the potato alcohol. The result is a triple-distilled, botanical infused, premium strength, full-bodied gin.

4) 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
064866	Fireball Cinnamon Whiskey with Shot Glass On-Pack (12 on 12)	401	750ml	12	88004-14668	\$19.45

5) 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
047798	Courvoisier Rose Cognac	351	750ml	12	80686-97401	\$29.95



“Rose is a fruity blend of Cognac and French red fortified wine with red fruit aromas such as blackberry, blackcurrant and a touch of cherry, very well associated with vanilla, honey and vine-peach flavors. It is round, smooth, fruity in mouth with a nice after taste” Patrice Pinet , Courvoisier Master Blender

Stores please use the following link to access a printable sell sheet for this product. [Courvoisier Rose Cognac](#)

continued...

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089376	El Charro Anejo Tequila	499	750ml	12	59380- 11756	\$19.95



100% Blue Agave cultivated in the highlands of Jalisco, El Charro Añejo is created and aged in small batches using traditional methods. The Anejo is rested for 2 years in French oak barrels, resulting in a sweet, smooth taste.

Stores please use the following link to access a printable sell sheet for this product.

[El Charro Tequila](#)

It