

August 17, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #101

1) BRAND REPLACEMENT: The following “old brand code” will be replaced by the “new brand code”. Continue to order the “old brand code” until it is no longer available at the distribution center, at which time the “new brand code” should automatically replace it. At that time, please complete an inventory adjustment and transfer inventory from the old brand code to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin.

OLD BRAND CODE	NEW BRAND CODE
014196 – Pendleton Canadian, 750ml (6 units per case)	014192 – Pendleton Canadian, 750ml (12 units per case)
035690 – Three Olives Bubble Fruit Flavored Vodka, 750ml (6 units per case)	035469 – Three Olives Bubble Fruit Flavored Vodka, 750ml (12 units per case)

2) The following special order brand codes are now listed items. Please discontinue ordering the special order brand codes. Once a new listed item has been received in the Distribution Center, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand codes to the listed brand codes.

Special Order Brand Code	Listed Brand Code	Description	Size	August Retail
973398	098490	Carpano Antica Formula Vermouth	1.0L	\$26.15
972992	064416	Benedictine Dom Brandy Liqueur	750ml	\$40.95/ \$29.95

3) Benedictine Dom Brandy Liqueur is a closeout OTO and the August and September retail is \$29.95. It is now listed as an S-Code and the regular retail will be \$39.95 effective October 1, 2011.

4) The following items will be on TPR in September. You will not receive TPR shelf tickets for September. Please make September TPR shelf tickets for these items.

092670, O’Mara’s Caramel Irish Cream –Wine Base, 750ml
Regular Retail - \$9.99
TPR Retail - \$7.99
Savings - \$2.00

092674, O’Mara’s Irish Country Cream –Wine Base, 750ml
Regular Retail - \$9.99
TPR Retail - \$7.99
Savings - \$2.00continued...

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5) 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
034456	Ketel One Vodka with 50ml Ketel One Oranje On-Pack (12 on 12)	260	750ml	12	85156-51541	\$26.95
042732	Novo Fogo Cachaca Organic Silver Rum with 50ml Cachaca Gold On-Pack (6 on 6)	300	750ml	6	52384-00200	\$29.95
052318	Christian Brothers Brandy with 50ml Christian Brothers Honey On-Pack (6 on 6)	375	1.75L	6	86036-81547	\$32.45

6) The following new S-Codes are in the Distribution Center. An S-Code is defined as Warehouse Stock normally only stocked in the Distribution Center for customer orders. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
038170	360 Vodka	285	1.75L	6	85592-13371	\$41.95



360 is made from locally grown grains to reduce carbon emissions. The glass bottle is made from 85% recycled glass; the label from recycled paper and water-based inks; and, the shipping boxes from recycled cardboard. Made with 4 times-distilled, 5-times filtered vodka.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064416	Benedictine D.O.M. Brandy Liqueur	405	750ml	12	80480-55540	\$29.95



In the 1930's, a barman from the famous Club Twenty One in New York dreamt up a blend of Benedictine and Brandy. This new drink was instantly successful, and was called B&B. Drier than Benedictine, B&B, which is very popular with the Americans, is the result of the careful blend between the strength of an old cognac and the 27 plants and spices which go up to make Benedictine liqueur.