

August 31, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #107

1) BRAND REPLACEMENT: The following “old brand code” will be replaced by the “new brand code”. Distribution Center inventory of the old brand code will be forced out to outlets. The new brand code will automatically replace the old brand code when there is no inventory available. 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

037111 – Bacardi Classic Pina Colada Cocktail, 1.75L

057090 – Bacardi Classic Pina Colada Cocktail, 1.75L (correct brand code)

037113 – Bacardi Classic Strawberry Daiquiri Cocktail, 1.75L

057092 – Bacardi Classic Strawberry Daiquiri Cocktail, 1.75L (correct brand code)

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.

<u>Special Order Brand Code</u>	<u>Listed Brand Code</u>	<u>Description</u>	<u>Size</u>	<u>September Retail</u>
964599	064076	Alto Del Carmen Pisco Reservado Liqueur	750ml	\$20.90
969820	089159	Chimayo Reposado Tequila	750ml	\$19.95
973710	031980	Ransom Old Tom Gin	750ml	\$37.25
974159	035538	Pinnacle Cotton Candy Flavored Vodka	750ml	\$15.95
974316	044266	British Navy Pusser’s Rum	750ml	\$29.95
974469	005112	Glenmorangie Finealta Scotch	750ml	\$79.95
986811	065426	Licor 43 Liqueur	750ml	\$28.95

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3) 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
021376	Sam Houston American Straight Whiskey	165	750ml	6	12459-01023	\$28.95



Pretty medium amber color. Buttery caramel, roasted nut, vanilla bean, and coconut aromas. A round supple entry leads to a dryish medium-full body of toffee, nuts, and rich, peppery brown spices. Finishes with caramel, toasted coconut, and spice and a warming, mineral fade. Nice smoothness and vibrancy of flavor.

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

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034092	Belvedere Pink Grapefruit Vodka	265	750ml	6	81753-81750	\$29.95



Pink Grapefruit flavored vodka imported from Poland. Belvedere uses a maceration process whereby oils are extracted from the fruit peels or fresh fruit, through a process of soaking or steeping in the alcohol and then re-distilling to create their unique flavors. Belvedere Pink Grapefruit is distilled from whole pink grapefruits and is combined with fresh ginger and spring lemons. Belvedere Pink Grapefruit is the perfect accompaniment to spicy and exotic foods. Mix 1.5 ounces of Belvedere Pink Grapefruit with 4 ounces of pink grapefruit juice, serve over ice, and garnish with a grapefruit slice for a 'Belvedere Pink Greyhound.'

Stores please use the following link to access a printable sell sheet for this product.
[Belvedere Pink Grapefruit Vodka](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
424358	Skinnygirl Sangria	985	750ml	12	80686-11001	\$15.95



In true Skinnygirl fashion, it's smooth, fruity and delicious without being overly sweet. Low in calories - just 134 per 5 oz serving! Best of all Skinnygirl Sangria also uses white grapes, so it's clear in color. That means you're not just saving calories, you're saving yourself from worrying about spills and stains.

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

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
067285	Voli Lyte Vodka	260	750ml	6	50579-00201	\$25.95



Extra smooth vodka with a light finish. Made with fewer calories from superior French wheat and the finest natural flavor.

Stores please use the following link to access a printable sell sheet for this product.
[Voli Lyte Vodka](#)

4) 14 Hands Cabernet Sauvignon, Merlot & Chardonnay have been approved as a regular listing. All A & B wine stores received a shipment of these wines. Stores and contract liquor stores not receiving an initial shipment 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
467058	14 Hands Cabernet Sauvignon (Washington)	863	750ml	12	88586-00189	\$10.99



“14 Hands Cabernet Sauvignon features aromas of red currants and raspberries with subtle hints of spice. Spiced cherry & plum flavors are joined by notes of cocoa and complemented by fine, velvety tannins.”
 Keith Kenison, Winemaker.

Stores please use the following link to access a printable sell sheet for this product.
[14 Hands Cabernet Sauvignon](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
467060	14 Hands Merlot (Washington)	884	750ml	12	88586-00177	\$10.99



“14 Hands Merlot offers classic Washington aromas of blackberries, plums and black cherries. Expressive flavors of berries and cherries are joined by subtle nuances of mocha and spice. While soft and approachable, this wine maintains a firm backbone of tannins.”
 Keith Kenison, Winemaker.

Stores please use the following link to access a printable sell sheet for this product.
[14 Hands Merlot](#)

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
565715	14 Hands Chardonnay (Washington)	665	750ml	12	88586- 00176	\$10.99



“Bright apple and floral aromas are complemented by light notes of vanilla and sweet butterscotch. Juicy pear and apple flavors give way to subtle touches of toast and spice and ends with a soft finish.” Keith Kenison, Winemaker.

Stores please use the following link to access a printable sell sheet for this product.
[14 Hands Chardonnay](#)

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