

September 14, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #111

1) You were notified in Merchandise Bulletin #090 dated July 20, 2011 that the following two brand codes would be delisted effective October 1, 2011. These two brand codes are no longer being closed out and you will receive regular shelf tickets for October.

087635 El Zacatecano Blanco Mezcal, 750ml
089456 El Zacatecano Reposado Mezcal, 750ml

2) The following brands have been closed out for the following reasons. You will receive closeout shelf tickets for October.

	<u>Reason:</u>
066800 Soho Lychee Liqueur, 750ml	Poor Sales
416715 Los Vascos Cabernet Sauvignon-Chile, 750ml	Poor Sales
423710 Santa Rita Carmenere 120-Chile, 750ml	Poor Sales
457713 Corbett Canyon CA Merlot, 1.5L	Poor Sales
513505 Sutter Home Merlot CA, 1.5L	Poor Sales
537025 Dancing Bull Zinfandel CA, 750ml	Poor Sales
633784 Fetzer Valley Oaks Chardonnay CA, 750ml	Poor Sales
894417 Stirrings Pomegranate Mixer, 750ml	Poor Sales

3) You will receive October Closeout and Discontinued shelf tickets for approximately 175 50ml OTO's. Most of these are new closeouts with reduced retails, some are current closeouts with reduced retails and some are discontinued items.

4) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. 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 code to the listed brand code.

Special Order	Listed		September	
Brand Code	Brand Code	Description	Size	Retail
974490	029974	Ebb+Flow Gin	750ml	\$33.00

5) The following new items are in the Distribution Center. Selected stores received one case of these items. 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE	SIZE			
CODE #		CODE #				
029974	Ebb + Flow Gin	225	750ml	6	62425-01347	\$33.00



Ebb + Flow Gin is crafted to bring out the best in classic cocktails, with a rich balance of flavors: herbal, citrus and spice.

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

[Ebb + Flow Gin](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
044557	Cruzan Strawberry Rum	345	750ml	12	80686-97309	\$14.95



Flavored rum from the island of St. Croix in the U.S. Virgin Islands. A blend of premium Cruzan rum and natural fruit flavors. Cruzan Strawberry is a unique blend of fresh strawberry with a hint of ginger. Aromas of fresh, juicy strawberries with flavors of ripe, wild strawberry coupled with subtle ginger root. Mix 2 oz. Cruzan Strawberry Rum with 1 ½ oz. fresh lime juice and 1 ½ oz. simple syrup, shake with ice and pour into a chilled martini glass (garnish with a lime wedge) for a 'CZ Strawberry Ginger Daiquiri.'

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

[Cruzan Strawberry Rum](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
068171	Coole Swan Dairy Cream Liqueur	425	750ml	6	36040-50790	\$34.95



Cream liqueur imported from Ireland. Coole Swan is made with local, fresh double (heavy) cream, vanilla from the island of Madagascar and white Belgian chocolate combined with Single Malt (made only at one distillery) Irish Whiskey. Natural creamy-white color. A rich, smooth balance of dark chocolate and delicate vanilla flavors. A Double Gold Medal winner at the 2009 San Francisco World Spirits Competition. Serve chilled straight up in a martini glass, or combine 2 parts Coole Swan with 1 ½ parts vanilla vodka and ½ part Frangelico, add ice, shake, strain into a martini glass and garnish with a fresh strawberry for a 'Coole N' Dreamy.'

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

[Coole Swan](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
043205	Bacardi Oakheart Spiced Rum	345	750ml	12	80480-00152	\$19.95



Spiced rum imported from Puerto Rico. A blend of Bacardi Superior and Bacardi Gold rums with select spices aged in charred oak barrels. Filtered in a proprietary manner that retains a hint of smokiness. The nose is of oak, smoke, and dried fruits. Flavors of maple, honey, vanilla and butterscotch with a light, sweet, peppery finish. Mix 1 part Bacardi Oakheart Spiced Rum with 3 parts Coke, pour over ice in a beer stein for an 'Oak & Coke.'

6) 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. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
089200	Don Julio Anejo 70 th Anniversary Tequila	499	750ml	6	74545- 00082	\$70.00



Clear and silver in color. A bright and lively aroma opens up tones of fresh agave, wild honey, vanilla, citrus and strawberry, balanced with aged tequila notes of sweet toasted oak, caramel and milk chocolate. Displays the exceedingly refined complexity of aged Añejo tequila balanced with the versatility and smoothness of a silver. Contains notes of fresh honey, black peppercorn, lemon and smoky agave that blend harmoniously with wood influenced vanilla, toasted almonds and tobacco. Lightly sweet and satiny body. Concludes with a clean and smooth finish that is pleasantly warming with engaging lingering hints of chocolate and toffee.

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

[Don Julio](#)

7) The following new S-Code items 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
089159	Chimayo Reposado Tequila	499	750ml	12	29518- 00001	\$19.95



Chimayo Tequila Reposado is produced at Industrializadora de Agave San Isidro located in Tepatitlan de Morelos, Jalisco. This hand crafted Blue Agave Reposado is aged in French Oak barrels for a minimum of 2 months.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
031980	Ransom Old Tom Gin	225	750ml	12	65991- 04010	\$37.25



The Old Tom gin is all done on an alembic pot still and it is an historically accurate replication of what people were drinking in the 1800's and during the golden age of American cocktails (Cocktail historian David Wondrich collaborated on the project). It has just a touch of sweetness, a golden amber color, and is made from malted barley and corn.

8) 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
014199	Pendleton Canadian with Belt Buckle On-Pack (3 on 6)	111	1.75L	6	84104- 11592	\$59.95
043126	Bacardi Light Dry Rum with 50ml Bacardi Oakheart Spiced Rum On-Pack (12 on 12)	300	750ml	12	80480- 01540	\$15.95

9) 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
041748	Smirnoff Citrus Vodka	290	1.75L	6	82000- 72394	\$29.95