

September 28, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #118

1) 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	October Retail
969254	068817	Santa Clara Rompope Vanilla Liqueur	1.0L	\$15.95
972058	044518	Cruzan Light Rum	1.75L	\$28.95
973983	042731	Novo Fogo Cachaca Organic Gold Rum	750ml	\$34.95
974828	035901	Wodka Vodka	750ml	\$14.80

2) The following new item is in the Distribution Center. All 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
035986	Fremont Mischief Vodka	285	750ml	9	93573-81218	\$27.95



Made with winter wheat and allowed to mellow for several weeks, this is a soft, full-bodied vodka. Handcrafted in small batches from just two ingredients: wheat and pure artesian water from Mt. Rainier.

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

[Fremont Mischief Vodka](#)

3) 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
041206	Firefly Sweet Tea Vodka with 50ml Firefly Sweet Tea Bourbon On-Pack (6 on 6)	290	1.75L	6	97291-00015	\$39.95

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064866	Fireball Cinnamon Whiskey with 50ml Firefly Sweet Tea Bourbon On-Pack (12 on 12)	401	750ml	12	88004- 14668	\$17.45
012888	Rich & Rare 3 Year Canadian with 50ml Fireball Cinnamon Whiskey On-Pack (6 on 6)	290	1.75L	6	97291- 00015	\$39.95
038088	Platinum 7X Vodka with 50ml Dr. McGillicuddy's Vanilla On-Pack (6 on 6)	285	1.75L	6	88004- 01272	\$24.95
038088	Platinum 7X Vodka with 50ml Firefly Skinny Tea On-Pack (6 on 6)	285	1.75L	6	88004- 01272	\$24.95
038088	Platinum 7X Vodka with 50ml Firefly Sweet Tea Vodka On-Pack (6 on 6)	285	1.75L	6	88004- 01272	\$24.95