

October 5, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #120

1) 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
042485	Malibu Cranberry Cherry Flavored Rum	320	750ml	12	89540- 52012	\$14.95



New Malibu Cranberry-Cherry is the hand-picked winner of the Malibu UChoose flavor program.

Flavorful burst of cherry, fresh cranberry and the distinctive and familiar Malibu Coconut. Sweet, bold and tropical.

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

[Malibu Cranberry Cherry Rum](#)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
045995	Whipped Jack Whipped Cream Flavored Rum	345	750ml	12	82844- 00210	\$12.95



Imported Virgin Islands rum blended with whipped cream flavors. Mix 2 oz. Whipped Jack with 1 oz. pineapple juice and 1 oz. orange juice, shake with ice and strain into a martini glass garnished with an orange and cherry for a 'Tropical Cream-tini.'

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

[Whipped Jack Rum](#)

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