

October 12, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #124

1) The following brands have been delisted by the Board effective January 1, 2012. You can order these brands until inventory is gone or the end of November. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

010624 Canadian Club 6 Year, 375ml
027493 Firefly Sweet Tea Bourbon, 750ml
031736 Platinum 7X Gin, 750ml
034839 Svedka Citron Vodka, 750ml
034968 Three Olives Chocolate Flavored Vodka, 750ml
035183 Pearl Plum Flavored Vodka, 750ml
035234 Three Olives Root Beer Vodka, 750ml
035501 Stolichnaya Gala Applik Vodka, 750ml
036813 Liquid Vodka, 750ml
040912 Smirnoff Dark Roasted Espresso Vodka, 750ml
041143 Sweet Carolina Lemonade Vodka, 750ml
041336 Burnett's Orange Vodka, 750ml
041420 Gordon's Citrus Vodka, 750ml
041938 360 Mandarin Orange Vodka, 750ml
044448 Cruzan 9 Spiced Rum, 750ml
059231 Ice Box Mudslide, 1.75L
063693 Smirnoff Savannah Tea Cocktail, 750ml
063792 TGI Fridays Pina Colada, 750ml
065185 Irish Mist Whiskey Liqueur, 750ml
066048 Orchid Mango Flavored Liqueur, 750ml
071441 After Shock Hot & Cool Cinnamon Liqueur, 50ml
073452 Dekuyper Pomegranate Schnapps, 750ml
080156 Maison Dubouchett Crème De Cassis, 750ml
412177 Hardys Stamp of Australia Shiraz, 3.0L
416740 Little Penguin Merlot-Australia, 750ml
457719 Corbett Canyon CA Merlot, 3.0L
513352 Sutter Home Cabernet Sauvignon CA, 1.5L
518333 Vendange Cabernet Sauvignon CA, 1.5L
564950 Firesteed Pinot Gris OR, 750ml
568665 Gallo Livingston Cellars Rhine, 3.0L
580580 Kenwood Sauvignon Blanc CA, 750ml
635315 Washington Hills Riesling WA, 750ml
656378 Gallo Livingston Cellars Blush Chablis, 3.0L
676055 Robert Mondavi Woodbridge White Zinfandel CA, 1.5L
900568 Hyatt Black Muscat WA, 750ml
900707 Silver Lake Cabernet/Merlot WA, 750ml

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

Reason:

002948	Dekuyper 4/Pack 50ml each, 200ml	Summer Spirit OTO
003101	Cruzan Rum 5/Pack 50ml each, 250ml	Summer Spirit OTO
056865	Bailey's Mudslide Cocktail, 1.75L	Summer Spirit OTO
063694	Smirnoff Savannah Tea Cocktail, 1.75L	Summer Spirit OTO
203580	Master of Mixes Big Bucket Strawberry Marg/Daiq, 3.0L	Summer Spirit OTO
950235	Lemoncello Lemon Liqueur, 750ml	Summer Spirit OTO

3) 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
975404	035881	Pinnacle Marshmallow Flavored Vodka	750ml	\$15.95
975405	034958	Three Olives Cake Flavored Vodka	750ml	\$19.95

4) The following items are new “Regular” wines and are on TPR in October, November and December. Please make TPR shelf tickets with the following information.

460450, Cupcake Red Velvet Red Blend CA, 750ml

Regular Retail - \$10.99
 TPR Retail - \$8.99
 Savings - \$2.00

462505, Duck Pond Red Blend OR, 750ml

Regular Retail - \$10.99
 TPR Retail - \$8.99
 Savings - \$2.00

607900, Rodney Strong Sonoma Chardonnay CA, 750ml

Regular Retail - \$12.99
 TPR Retail - \$9.99
 Savings - \$3.00

5) 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		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
040949	Smirnoff Fluffed Marshmallow Vodka	290	750ml	12	82000-75754	\$15.95



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

[Smirnoff Whipped Cream and Fluffed Marshmallow Vodkas](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
040965	Smirnoff Whipped Cream Vodka	290	750ml	12	82000- 75751	\$15.95



Stores please use the following link to access a printable sell sheet for this product.
[Smirnoff Whipped Cream and Fluffed Marshmallow Vodkas](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
044266	British Navy Pusser's Rum	305	750ml	6	88320- 00508	\$29.95



Appearance: Deep golden orange like a well aged bourbon.
Nose: There is a big strong rum and oak aroma that you can smell as you pour and it is very pleasing. If you put your nose to the glass you get more of the oak but with some smokiness and subtle sweetness.
Taste: Smooth with strong flavours of wood and good rum characteristics. It has a pleasant warm, tannic finish that stays with your for a few minutes.

Stores please use the following link to access a printable sell sheet for this product.
[British Navy Pusser Rum](#)

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
067288	Voli Lemon Vodka	260	750ml	6	50579- 00207	\$25.95



Strong, zesty citrus nose compliments a mellow verbena taste that gently lingers on the palate.

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

6) 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 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		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
013152	Fremont Mischief Whiskey	111	750ml	9	93573-81206	\$32.95
027514	John Jacob Whiskey	199	750ml	9	93573-94544	\$32.95

Descriptions and sell sheets will be provided for the two items above on the next merchandise bulletin.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
042731	Novo Fogo Cachaca Organic Gold Rum	300	750ml	6	52384-00201	\$34.95



Bright gold cachaça distilled from fermented fresh, organic sugar cane juice. Aged two years in oak barrels. Like its younger cousin Novo Fogo Silver Cachaça, Novo Fogo Gold Cachaça is born of organic sugar cane. After distillation, the fresh distillate is aged in used oak barrels for two years while it gains its golden color and smoother flavor. Aging also gives the spirit a more complex flavor profile.

Time spent in oak barrels give Novo Fogo Gold Cachaça a slightly sweet, vanilla aroma and bring out the ripe banana and sugar cane flavors in the initial taste and body. Aging also brings out some cinnamon and baking spices in the body and extends the finish.

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

[Novo Fogo Cachaca Organic Gold Rum](#)

continued...

7) 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 TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
005112	Glenmorangie Finealta Scotch	100	750ml	6	81753- 81883	\$79.95



Aroma: Caramelized orange, peaches soaked in liqueur, sugared almonds, raisins, lime and a hint of distant wood smoke

Taste: Initially rich and spicy with mandarin segments and lime which slowly build on the palate to flavors of powdered sugar, chewy meringue and violet

Finish: Full-rounded aromatic smoke with chalky minerals linger to create a single malt of both finesse and richness

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

[Glenmorangie Finealta Scotch](#)

8) 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 TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
035901	Wodka Vodka	260	750ml	12	74854- 38210	\$14.80



Clear. Aromas of toasty pastry and custard with a supple, glycerous, off-dry medium-to-full body and a creamy, powdered sugar, light pepper, and mineral finish. A clean, nicely made vodka that is a very good value.

A classically structured vodka that offers bracing yet pleasant medicinal notes, and a sweetish core. Herbal notes of lavender and rosemary are present, as are some malt-like characteristics from the rye base.

BRAND CODE	DESCRIPTION	LIQUOR TYPE		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
064076	Alto Del Carmen Pisco Reservado Liqueur	405	750ml	12	88320- 15200	\$20.90



Enhanced myrtle on the nose with some floral tones and even hints of blackcurrant. Lively and full of xacting flavours that are decided myrtle. Great balance of flavour, sweetness and subtle alcohol.