

October 19, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #126

1) The following items will be on TPR in November and December. You will not receive TPR shelf tickets for November or December. Please make TPR shelf tickets for these items for November and December.

092670, O'Mara's Caramel Irish Cream –Wine Base, 750 ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

092674, O'Mara's Irish Country Cream –Wine Base, 750 ml

Regular Retail - \$9.99

TPR Retail - \$7.99

Savings - \$2.00

2) The following new S-Code item is 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044518	Cruzan Light Rum	325	1.75L	6	80686- 96767	\$28.95



Double distilled and aged a minimum of two years in select oak casks and charcoal filtered for smoothness.

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
037996	Smirnoff Vodka with 50ml Smirnoff Whipped Cream or Fluffed Marshmallow On-Pack	285	750ml	12	82000- 00006	\$15.95
043336	Captain Morgan Spiced Rum with 50ml Smirnoff Whipped Cream or Fluffed Marshmallow On-Pack	320	750ml	12	87000- 00271	\$19.95

4) The following new item is in the Distribution Center. All A & B Wine stores received one case of this item. 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			
460450	Cupcake Red Velvet Red Blend	859	750ml	12	81308- 00125	\$8.99

Winemaker's Tasting Notes:



“Our first blended red wine for Cupcake Vineyards has over the top aromas of chocolate, deep rich blackberries, red fruits that follow through the palate to a creamy mocha finish that is unmistakable in its intensity and length, with a hint of coconut. It’s reminiscent of a blackberry chocolate cupcake with a mocha coulis.”

Red Velvet is a blend of Zinfandel, Merlot, Cabernet Sauvignon and Petite Sirah; each variety lending structure, aroma, depth of flavor and a long creamy finish to this wine.

Food Pairing Recommendations:

Enjoy with sweet and spicy Hoisin steak, a barbecue bacon cheese burger or even dark chocolate fondue.