

October 26, 2011

**TO: ALL STORES AND CONTRACT LIQUOR STORES**

**FROM: Steve Burnell, Marketing Manager**

**SUBJECT: Merchandise Bulletin #130**

1) BRAND REPLACEMENT: The following “old brand code” will be replaced by the “new brand code”. Continue to order the “old brand code” until it is no longer available at the distribution center, at which time the “new brand code” should automatically replace it. At that time, please complete an inventory adjustment and transfer inventory from the old brand code to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin.

**OLD BRAND CODE**

900766–Edna Valley Vineyard CA Chardonnay,  
750ml

**NEW BRAND CODE**

562400–Edna Valley Vineyard Chardonnay CA,  
750ml

2) 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<br>CODE | DESCRIPTION                            | LIQUOR         |       | UNITS/<br>CASE | UPC<br>#        | RETAIL<br>PRICE |
|---------------|--|----------------|-------|----------------|-----------------|-----------------|
|               |  | TYPE<br>CODE # | SIZE  |                |                 |                 |
| 035881        | Pinnacle Marshmallow<br>Flavored Vodka | 265            | 750ml | 12             | 89708-<br>45152 | \$15.95         |



Pinnacle Marshmallow combines imported French Vodka with the light, sweet taste of a marshmallow.

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

| BRAND<br>CODE | DESCRIPTION                               | LIQUOR         |       | UNITS/<br>CASE | UPC<br>#        | RETAIL<br>PRICE |
|---------------|---|----------------|-------|----------------|-----------------|-----------------|
|               |   | TYPE<br>CODE # | SIZE  |                |                 |                 |
| 888076        | Lyle Style Mild Bloody Mary<br>Mix        | 999            | 32oz. | 12             | 84672-<br>07370 | \$5.99          |
| 888078        | Lyle Style Hot & Spicy Bloody<br>Mary Mix | 999            | 32oz. | 12             | 84672-<br>07330 | \$5.99          |



“Lyle Style Bloody Mary Mix originated in Lyle, WA and is handmade on the banks of the Columbia River Gorge. Folks in Lyle are fun-loving and like things healthy and natural. We like the simple life here; we don't have any rush hour traffic, just the natural beauty of the great outdoors. It is in this spirit that we bring you **LYLE STYLE** Bloody Mary Mix. We've left out any of those ingredients you can't pronounce, we've left out the preservatives too. What we do have is a Bloody Mary which is fresh and natural, **LYLE STYLE**”. – Lyle style website [www.lylestyle.com](http://www.lylestyle.com)