

November 2, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #135

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	NOVEMBER RETAIL
973389	035981	44 North Magic Valley Vodka	750ml	\$29.95
973390	044130	44 North Rainier Cherry Vodka	750ml	\$29.95

2) 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.

027538 Phillips Union Vanilla Whiskey, 750ml
028096 Beefeater 24 London Dry Gin, 750ml
034072 Fris Cherry Vodka, 750ml
034075 Fris Grape Vodka, 750ml
035453 Svedka Cherry Vodka, 750ml
035549 Three Olives Rangtang Orange Flavored Vodka, 750ml
035637 Three Olives Purple Grape Flavored Vodka, 750ml
036951 Moon Mountain Vodka, 750ml
041360 UV Pink Lemonade Vodka, 750ml
043461 Don Q Mojito Rum, 750ml
044941 Monarch Coconut Rum, 750ml
045006 Monarch Pineapple Rum, 750ml
066860 Stirrings Apple Liqueur, 750ml
066861 Stirrings Ginger Liqueur, 750ml
077089 Southern Comfort Lime Liqueur, 750ml
412171 Hardys Stamp of Australia Chardonnay, 3.0L
558935 Corbett Canyon Pinot Grigio/Chenin Blanc CA, 3.0L
647275 Carlo Rossi's Vin Rose, 4.0L
674030 Peter Vella White Zinfandel CA, 5.0L
886300 Franzia Fruity Red Sangria Box CA, 5.0L

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3) 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		UNITS/ CASE	UPC #	RETAIL PRICE
		CODE #	SIZE			
067482	Galliano Ristretto Liqueur	430	375ml	24	80915- 11168	\$17.95



The Italian Fame:

- A real Espresso liqueur
- The concentrated and short espresso (= ristretto), adored by Italians

Taste:

- The best Arabica and Robusta coffee beans, giving the product its aromatic depth
- Strong and invigorating
- 100 % Ristretto
- 30 % ABV (60 proof)

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

[Galliano Ristretto](#)

4) The following new items are in the Distribution Center. All A & B Wine stores received one case of these items. 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			
471250	Gnarly Head Old Vine Zinfandel (CA)	898	750ml	12	82242- 29493	\$9.99



Gnarly Head Old Vine Zinfandel makes a bold statement at first sip. Our quest for outstanding Zinfandel led us down a country road into the heart of Lodi, California revealing a sea of gnarled, 35 – 80 year-old vines pruned in a special, mop-topped way called “head trained”. True gnarly heads, these old vines yield fewer grape clusters with smaller berries than trellised vines. These mighty little berries produce intense, bold wines that are deep in color with concentrated dark fruit flavors.

Our Old Vine Zinfandel has a gnarly core of rich, dark berry flavors with layers of spice, plum, pepper and vanilla balanced by light hint of toasted oak. Break out a bottle Gnarly Old Vine Zin and pair with BBQ pork ribs, moms favorite Chili or steak fajitas.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
462505	Duck Pond Red Blend (OR)	899	750ml	12	68154- 23161	\$8.99



The wine is intensely layered with dark fruit, oak and spice on the nose. On the palate, flavors of blackberry, cassis, mocha and vanilla are balanced by velvety tannins, ending in a long finish. The Red Blend is a full-bodied wine yet soft wine that pairs well with hearty dishes.