

November 30, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #142

1) If you receive the following OTO, please destroy the DECEMBER OTO shelf ticket and make a new shelf ticket. The December retail has been reduced.

042721, Novo Fogo Cachaca Organic Gold Rum, 50ml – December Retail \$2.95

2) The following new items are in the Distribution Center. All stores received one case of these items. 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
035897	Stolichnaya Chocolat Razberi Vodka	265	750ml	12	83664- 87240	\$19.95



Chocolat Razberi is the thirteenth flavor and the newest addition to the Stoli's comprehensive portfolio of naturally-flavored vodkas (and boy does it smell good). Reminiscent of the very finest of boxed chocolates, Stoli's newest vodka is to be savored and served as sweet dessert. Some vodka's can be deceiving, because although they have a sweet smell, the aftertaste can be extremely bitter — which is not the case with Chocolat Razberi. With the first sip, a lush milk chocolate is delivered, accented by warm vanilla-cocoa notes. Its velvety texture is topped off by a clean finish, enhanced by the flavors of ripened red raspberries.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
068817	Santa Clara Rompopo Vanilla Liqueur	425	1L	12	15918- 11190	\$15.95



Rompopo is an eggnog-like drink made with eggs, milk, and vanilla flavouring.

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BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035794	Sobieski Cynamon Vodka	265	750ml	12	89016- 01215	\$12.95



Sobieski Cynamon's spicy and bold nose evokes a nostalgic feeling. The crisp, peppery taste leads to a warm, round finish.

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
034958	Three Olives Cake Flavored Vodka	265	750ml	12	11538- 01565	\$19.95



Three Olives, the premium imported vodka that brought you successful flavors such as Bubble, Dude and Cherry introduce their newest line extension, Three Olives Cake! Three Olives Cake brings fun and celebration to your bar or gathering. Now you can have your cake and drink it too!

BRAND CODE	DESCRIPTION	LIQUOR		UNITS/ CASE	UPC #	RETAIL PRICE
		TYPE CODE #	SIZE			
035981	44 North Magic Valley Vodka	285	750ml	12	33597- 00964	\$29.95



44° North Magic Valley Wheat Vodka is a beacon of purity in the new movement of handcrafted spirits. Enjoy a classic vodka taste with a clean and crisp edge, perfect for enjoying "neat" or as the key ingredient in your favorite vodka cocktails. 44° North Magic Valley Wheat Vodka is distilled using Idaho's specially grown Brundage Winter Wheat from Idaho's Magic Valley and is blended with spring water from Idaho's Snake River Aquifer.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044130	44 North Rainier Cherry Vodka	290	750ml	12	33597- 00965	\$29.95



44° North Rainier Cherry Flavored Vodka is distilled from Idaho Potatoes, blended with Rocky Mountain Water from the Snake River Aquifer, then infused in our proprietary blend of all natural cherries

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