

December 14, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #147

1) The following new items are in the Distribution Center. All stores will receive 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
077395	Skinnygirl White Cranberry Cosmopolitan Cocktail	449	750ml	12	80686-11002	\$15.95



You've never had a cosmopolitan like this! Meet White Cranberry Cosmo, a twist on the old classic that's fun, flirty and sexy—in other words, very Skinnygirl Cocktails. It's low-calorie and made with natural flavors (just as you'd expect), but it's also clear...meaning it won't stain couches or carpets at festive parties this holiday season.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
066054	Nuvo Lemon Sorbet Sparkling Liqueur	449	750ml	12	88076-17759	\$24.95



NUVO LEMON SORBET is 25% alcohol but will give you a refreshing twist of sparkling French vodka and lemon citrus that explodes in your mouth. Just like the original NUVO, NUVO LEMON SORBET has never been done before. It's just like lemon sorbet...it's refreshing, cold, crisp, sweet & tangy but in a bottle.

continued...

2) The following new item is in the Distribution Center. Selected stores will receive one case of this item. 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			
064712	Ciroc Peach Vodka	265	750ml	6	88076- 17740	\$29.95



Cîroc vodka is distilled five times. The first four distillations of the Ugni Blanc take place in stainless steel column stills; the Mauzac Blanc grapes are distilled in copper continuous stills. These are distilled as far as 96.5% and 93.5%, then blended together 95% being Ugni Blanc and 5% Mauzac Blanc. The final distillation is performed in a traditional Armagnac style copper pot still.