

March 23, 2011

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

**FROM: Steve Burnell, Marketing Manager**

**SUBJECT: Merchandise Bulletin #037**

1) The following brand has a NAME CHANGE only. The brand code and UPC code remain the same. You will not receive a shelf ticket with the new name until July 1, 2011.

OLD NAME	NEW NAME
558820 – Covey Run Fume Blanc WA, 750ml	558820 – Covey Run Sauvignon Blanc WA, 750ml

2) 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
038088	Platinum 7X Vodka with 50 ml Firefly Sweet Tea Bourbon On-Pack (6 on 6)	285	1.75 L	6	88004-01272	\$24.95
038088	Platinum 7X Vodka with 50 ml Firefly Sweet Tea Vodka On-Pack (6 on 6)	285	1.75 L	6	88004-01272	\$24.95

3) The following repeat One-Time-Only (OTO) items are in the Distribution Center. These items are not being automatically forced out. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
025620	Seagram's 7 Crown Blend 75 <sup>th</sup> Anniversary	160	750 ml	12	82000-00213	\$12.95



All of the whiskeys in Seagram's 7 Crown are aged for a minimum of 4 years, some in new charred white oak barrels and some in used charred white oak barrels. The maturing inventory is monitored by expert blenders for flavor development.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
064827	Domaine De Canton Ginger Liqueur	449	750 ml	6	36040-01848	\$34.95



Canton Ginger Liqueur is golden in color, and is packaged in a bamboo-shaped bottle. It contains syrup made from crystallized Chinese baby ginger, Grand Champagne VSOP cognac, neutral spirit, orange blossom honey from Provence, and vanilla.

4) The following new item is in the Distribution Center. All stores received 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 CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
033999	Belvedere Bloody Mary Vodka	265	750 ml	6	81753-82020	\$29.95



Flavored vodka imported from Poland, Belvedere Bloody Mary Vodka is 100% natural with no artificial additives. When consumed alone, it contains only 65 calories. The seven flavors added to the vodka are tomato, black pepper, horseradish, bell pepper, chili pepper, vinegar distillate and lemon. The taste resounds with notes of smoky black pepper, freshly grated horseradish, and chili warmth. Just add Belvedere Bloody Mary to tomato juice and ice in a tall glass, with a dash of fresh lemon juice, and garnish with a lemon wedge or celery stick for a Bloody Mary.

5) The following new item is in the Distribution Center. All A & B stores received 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 CODE #	SIZE	UNITS/CASE	UPC #	RETAIL PRICE
027025	Bulleit 95 Rye Whiskey	181	750 ml	12	82000-75296	\$31.95



Bulleit 95 Straight Rye Whiskey is a small batch, 90 Proof, straight rye whiskey made with a 95% rye mash