January 5, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #002

1) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. 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
035742	Pinnacle Chocolate Whipped Flavored Vodka	265	50 ml	48	89708-46082	$1.25
087572	El Jimador Blanco Tequila	498	50 ml	120	44607-00034	$1.95

2) The following One-Time-Only (OTO) item is in the Distribution Center. This item is 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
051545	Piscologia Brandy	355	750 ml	12	52037-00200	$34.95

Piscología® Pisco Acholado is a full-bodied, ultra premium white brandy distilled purely from a harmonious blend of Quebranta, Torontel and Italia grapes. Produced exclusively in Perú, its signature taste calls to mind the savory flavors of matured dried currant and banana. Uniquely fragrant, it exhibits alluring and pleasant aromas of honey, pecans and orange blossom. It can be sipped as a brandy, or mixed with a variety of ingredients to make the perfect cocktail such as the famous Pisco Sour. Many inventive executive chefs are exploring its culinary advantages as well.

continued…

3) 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
027470	Bernheim Original Wheat Whiskey	199	750 ml	3	96749-94100	$29.95

Bernheim Whiskey uses winter wheat as the main grain instead of the more common corn, rye, or barley. Bernheim's exudes a light and airy honey color that is non-threatening, even inviting to the eye. It has a warm, yet sweet aroma that is delicate without coming off as too wispy. It has a fruity, nutty flavor that seems to miss the tongue and leave the drinker wanting another taste right away. While sipping it neat is quite good, a splash of filtered water will refine its textures and bring out a crisper experience. Bernheim's finishes clean with a noticeable lack of any overzealous bite.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
087643	Familia Camarena Silver Tequila	498	750 ml	12	85000-01682	$21.95

Familia Camarena Tequila's are made from 100% Blue Agave sourced from the Los Altos Highlands region of Jalisco, and distilled at Casa Camarena. Agave plants are slow cooked in volcanic stone ovens. Only mountain spring water is used in fermentation. Double distilled in small batch pot stills. Unique and premium packaging.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089533	Familia Camarena Reposado Tequila	499	750 ml	12	85000-01732	$21.95

Familia Camarena Tequila Reposado is aged for 2 months in both new and used American oak.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035743	Pinnacle Chocolate Whipped Flavored Vodka	265	750 ml	12	89708-46080	$15.95

Pinnacle is clean, smooth and extremely mixable. Handcrafted in small batches and quadruple distilled with spring water from the Southwest region of France, it has a smooth, balanced finish. Pinnacle Chocolate Whipped Vodka is 70 proof and can be enjoyed neat or on the rocks.

4) The following new item is in the Distribution Center. This is a size extension and 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
035628	Pinnacle Whipped Cream Flavored Vodka	265	1.75 L	6	89708-46074	$31.95

Pinnacle is a French vodka - clean, smooth and extremely mixable. Every sip of Pinnacle is inspired by a time honored recipe handed down from generation to generation. Made with a tradition and ancestral recipe produced with modern equipment in the Distillerie de la Tour. Handcrafted in small batches and quadruple distilled with spring water from the Southwest region of France, it has a smooth, balanced finish. Pinnacle Whipped Cream Vodka is 70 proof and can be enjoyed neat or on the rocks.

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January 12, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #004

1) The following brands have been closed out or discontinued for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout and discontinued shelf tickets will be sent to you effective February 1, 2011.

		Reason:
005381	John Barr Red Scotch, 1.75 liter	Supplier Out of Stock
005383	John Barr Red Scotch, 750 ml	Supplier Out of Stock
040936	Spudka Vodka, 750 ml	Discontinued by Supplier
498950	Randall Harris Merlot WA, 750 ml	Discontinued by Supplier

2) The following closeout Holiday OTO items will have an additional price reduction effective February 1, 2011. You will receive new shelf tickets for February.

002229	Christian Brothers Holiday Nog, 750 ml
059100	Evan Williams Egg Nog, 750 ml
061616	Pennsylvania Dutch Egg Nog, 750 ml
061618	Pennsylvania Dutch Egg Nog, 1.75 liter
065176	Holly Toddy Rum & Brandy, 750 ml
092270	Chocovine Chocolate Dessert Wine, 750 ml
325050	Nurnberger Markt Gluhwein, 1.0 liter
895502	Vibe Cocktail Hot Buttered Rum Mix, 946 ml
950116	Very Special Chocolates 10 Piece Crate Assortment, 3.5 oz
950131	Turin Chocolates 6 Piece Jose Cuervo, 2.1 oz
950132	Turin Chocolates 6 Piece Kahlua, 2.1 oz
950155	Weinrich Chocolate Bar Orange Truffle, 3.5 oz
950187	Very Special Chocolates 5 Count Bottle Box, 1.75 oz
950194	Schlunder Cappuccino Liqueur Cake, 14 oz
950197	Weinrich Chocolate Bar Rum Truffle, 3.5 oz
950204	Turin Chocolates 6 Piece Jack Daniels, 2.1 oz
950205	Turin Chocolates 6 Piece Malibu, 2.1 oz
950206	Turin Chocolates 6 Piece Baileys, 2.1 oz
950210	Schlunder Jamaican Rum Liqueur Cake, 14 oz
950216	Turin Chocolates 6 Piece Grand Marnier, 2.1 oz
950219	Turin Chocolates Grand Marnier 12 Piece Bag, 4.23 oz
950220	Turin Chocolates Baileys 12 Piece Bag, 4.23 oz
950221	Turin Chocolates Jack Daniels 12 Piece Bag, 4.23 oz
950222	Turin Chocolates Jose Cuervo 12 Piece Bag, 4.23 oz
950223	Turin Chocolates Kahlua 12 Piece Bag, 4.23 oz
950224	Turin Chocolates Malibu 12 Piece Bag, 4.23 oz
950225	Turin Chocolates Kahlua Box, 6.3 oz
950226	Turin Chocolates Baileys Box, 6.3 oz
950228	Weinrich Chocolate Bar Whiskey Truffle, 3.5 oz
950229	Very Special Chocolates 10 Piece Assortment, 3.8 oz

continued…

3) The following closeout and discontinued items will have an additional price reduction effective February 1, 2011. You will receive new shelf tickets for February.

004948 Glen Garioch Single Malt 8 Year Scotch, 750 ml
005646 Muirhead's Scotch, 750 ml
009156 Monarch Scotch, 750 ml
015248 Windsor Supreme 3 Year Canadian, 1.75 liter
019099 Jim Beam Distiller's Limited Bourbon, 750 ml
028116 Wet by Beefeater Gin, 750 ml
028666 Magellan Gin, 750 ml
028806 Quintessential Gin-England, 750 ml
033991 Alchemia Chocolate Vodka, 750 ml
033992 Alchemia Ginger Vodka, 750 ml
034978 Jean Marc XO Vodka, 750 ml
035002 Vincent Van Gogh Double Espresso Vodka, 750 ml
035056 Trump Super Premium Vodka, 750 ml
035155 Vincent Van Gogh Acai Blueberry Vodka, 750 ml
036342 Hendrix Electric Vodka, 750 ml
040906 Skyy Citrus Vodka, 750 ml
041510 Hangar One Mandarin Blossom Vodka, 750 ml
041516 Hangar One Kaffir Lime Vodka, 750 ml
042513 Cockspur 12 Rum, 750 ml
042606 Lemon Hart Demerara 151 Proof Rum, 750 ml
046760 Rogue Spirits White Rum, 750 ml
047580 Attache XO Royal Cognac, 750 ml
047972 Chateau Fontpoint XO Cognac w/Cigar Cutter, 750 ml
048090 Hardy XO Cognac w/2 Snifters, 750 ml
048696 Martell VS Cognac, 750 ml
051258 Kammer Williams Birne Pear in Bottle Brandy, 750 ml
051354 Mazzetti Grappa Le Rose, 375 ml
053726 Lairds Rare Apple Brandy, 750 ml
056720 Clear Creek Eau De Vie of Douglas Fir Brandy, 375 ml
056756 Kajmir Vanilla Brandy, 750 ml
062070 Kahlua Vanilla White Russian 4/pack, 200 ml each
062392 Margaritaville Pomegranate Mojito RTD, 1.75 liter
064056 Alize Gold Liqueur, 750 ml
065636 Marie Brizard Parfait Amour, 750 ml
066581 Salvador's Premium Margarita Liqueur, 750 ml
067588 Kapali Coffee Liqueur, 1.75 liter
068043 Bailey's Coffee Irish Cream Liqueur, 750 ml
069866 Par-D-Schatz Herb Liqueur, 750 ml
073190 Clear Creek Loganberry Liqueur, 375 ml
077464 Starbucks Coffee Liqueur, 750 ml
077478 Tarantula Azul Blue Margarita RTD 4/pack, 200 ml each
077509 Tarantula Mango Margarita RTD 4/pack, 200 ml each
080389 Starbucks Cream Liqueur, 750 ml
087385 Corralejo Blanco Tequila, 750 ml
087561 El Diamante Del Cielo Blanco Tequila, 750 ml
088328 Puerto Vallarta White Tequila, 1.75 liter
090338 KWV Tawny Port, 750 ml
092274 Colombo Dry Marsala-Italy, 750 ml
092294 Colombo Sweet Marsala-Italy, 750 ml
093256 Gallo Fairbanks Red Port, 1.5 liter
094207 ISC White Port, 3.0 liter
095736 Gallo Fairbanks Cocktail Dry Sherry, 1.5 liter
213678 Klosterkeller Siegendorf Red w/Box of Chocolates, 750 ml
221425 B & G St Emilion Red Bordeaux, 750 ml
245295 B & G Pouilly-Fuisse '98 White Burgundy-France, 750 ml

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254130	Drouhin Laforet Bourgogne Pinot Noir, 750 ml
285100	La Vielle Ferme Ventoux Rouge-France, 750 ml
343600	Ruffino Riserva Ducale Chianti, 750 ml
357000	Citra Montepulciano D'Abruzzo, 1.5 liter
402870	Black Swan Merlot-Australia, 750 ml
415610	Lancers Rose'-Portugal, 750 ml
419500	Marques De Caceres Red-Spain, 750 ml
423160	Robert's Rock Shiraz/Malbac-South Africa, 750 ml
460353	Corbett Canyon CA Cabernet Sauvignon, 1.5 liter
469560	Gallo of Sonoma Russian River Valley Pinot Noir, 750 ml
513355	Sutter Home Cabernet Sauvignon 4/pack, 187 ml each
513503	Sutter Home Merlot 4/pack, 187 ml each
519330	Villa Mt Eden Zinfandel CA Old Vines, 750 ml
537000	Rancho Zabaco Sonoma Heritage Vines Zinfandel, 750 ml
541230	Almaden Mtn Rhine, 3.0 liter
541245	Almaden Mtn Rhine, 4.0 liter
541945	Almaden Mtn Chablis, 3.0 liter
576770	Inglenook Vyd French Colombard, 3.0 liter
594170	Paul Masson Rhine Castle, 3.0 liter
626160	Ch Ste Michelle Indian Wells Riesling WA, 750 ml
628250	Sterling Sauvignon Blanc CA, 750 ml
710590	Moet & Chandon Brut 2000 Grand Vintage, 750 ml
710600	Moet & Chandon Brut Imperial, 750 ml
711510	GH Mumm Extra Dry, 750 ml
769927	Cooks Imperial Spumante CA 4/pack, 187 ml each
901660	Vin Du Lac Syrah '03 WA, 750 ml
901699	Kim Crawford Pinot Gris '04-New Zealand, 750 ml
901826	Sawtooth '03 Late Harvest White, 375 ml
950209	Chinaco Blanco Tequila w/Margarita Mix, 750 ml

4) A limited number of cases of the following item 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
064136	Di Saronno Amaretto with Valentine Bag On-Pack (12 on 12)	420	750 ml	12	80480-01450	$25.95

5) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040885	Smirnoff Spiced Root Beer Vodka	290	50ml	120	82000-74764	$1.50
041900	Ursus Blue Raspberry Vodka	290	50 ml	120	82000-75054	$1.00
089530	Familia Camarena Reposado Tequila	499	50 ml	60	85000-00882	$1.75

6) 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
034561	Pearl Coconut Vodka	265	750 ml	12	88352-12319	$14.95

Vibrant, coconut cream aromas. A velvety entry leads to an oily sweetish medium-to full-bodied palate with rich coconut cream, toasted coconut, and nut flavors. Finishes very smoothly with a breath of minerality. Pure, clean and tasty with a nice level of sweetness. A great coconut-flavored spirit with a fresh and exotic taste of the islands. It has a rich and unique taste -- perfect for enhancing the versatility of today's cocktails.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035692	Pearl Caramel Vodka	265	750 ml	12	88352-12640	$14.95

Within every bottle of Pearl Caramel vodka is an intensely rich sensory experience, hand-crafted in micro-batches using the highest grade of ingredients and production methods. With each sip comes the assurance that Pearl Caramel is the perfect marriage of fresh, pure mountain water from the Canadian Rockies coupled with the world's highest-quality soft winter wheat is completely all natural and offers the subtlety and mild sophistication with a pleasant taste of caramel. Lightweight, satiny smooth body with a caramel bouquet brisk and refreshing with soft creamy aromas.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035699	Pearl Cucumber Vodka	265	750 ml	12	88352-12527	$14.95

Behind the incredibly smooth taste of Pearl Cucumber Vodka is a dedication to craftsmanship. Made from hand-selected soft winter wheat and crystal clean Canadian Rocky Mountain water, Pearl Cucumber Vodka is expertly crafted in micro-batches, distilled five-times and filtered six times to ensue the ultimate in smoothness and bold cucumber taste.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
063355	Skinny Girl Margarita RTD	396	750 ml	12	92049-00075	$15.95

Everyone loves margaritas, but no one wants the guilt or the calories. That's why the Skinnygirl™ Margarita was created. At only 100 calories for a full 4 oz. serving, all natural ingredients, no preservatives or artificial colors, lightly sweetened with agave nectar and made with premium Blue Agave clear Tequila.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089386	Juarez Gold Tequila	499	750 ml	12	88352-10028	$12.90

Gold with an amber glow. Medium light body. Dry. Reminiscent of smoke, almond, and tea. Light texture. Tart, slightly tannic entry. Unusual style combining dryness on the palate with aromas found at a campfire.

7) The following new items are in the Distribution Center. These are size extensions and 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
037936	Skol Vodka	285	750 ml	12	85676-10175	$9.70
064864	Fireball Cinnamon Whiskey	401	375 ml	24	88004-14472	$11.45

8) The following new item is in the Distribution Center. This is a size extension and is 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
043025	Admiral Nelson Spiced Rum Traveler	320	750 ml	12	88352-11728	$12.95

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January 19, 2010

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #008

1) 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 take a marking pen and change all "old" case stock to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin. The January retail for both brand codes is $84.95 and the February retail for both is $54.95.

OLD BRAND CODE	**NEW BRAND CODE**
005147 – Glenrothes 94 Scotch, 750 ml	005141 – Glenrothes 98 Scotch, 750 ml

2) A limited number of cases of the following item 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
017958	Evan Williams Black Label Bourbon with 50 ml Evan Williams Cherry On-Pack (6 on 6)	151	1.75 L	6	96749-02114	$29.95

3) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041910	Ursus Punch Vodka	290	50 ml	120	82000-95050	$1.00

4) 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
041901	Ursus Blue Raspberry Vodka	290	750 ml	12	82000-75055	$11.95

continued…

Ursus is Latin for "bear". Ursus polar bears represent the bold and cold nature of Ursus Blue Raspberry Vodka. This brightly-colored flavored vodka features a trio of polar bears on the label that shift color from white to blue when chilled below 45 degrees. Apart from a nifty gimmick, it is also designed to let the drinker know when Ursus has reached an "ideal" drinking temperature.

Ursus Blue Raspberry Vodka is triple distilled to taste great straight, on the rocks or with your favorite mixers. On the nose it reminds one of blue raspberry rock candy, and on the palate a slightly sweet tart raspberry note with a destinctive bright blue hue.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
073715	Evan Williams Cherry Reserve Liqueur	401	750 ml	12	96749-02185	$14.95

Evan Williams Cherry Reserve is classified as a liqueur, not a whiskey. The full label description is 'Kentucky Liqueur the smoothness of Evan Williams with a sweet cherry taste.' It's a fine line between a liqueur, a flavored whiskey, and Kentucky straight bourbon whiskey infused with natural flavors.

5) The following item is in the Distribution Center. The marketing category assigned to this product is One-Time-Only (OTO). It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
643041	Beringer White Zinfandel 2009 (California)	790	1.5 L	6	89819-03842	$5.99

Tasting Notes:
In making Beringer's White Zinfandel, the focus is to highlight the fresh red berry, citrus and melon aromas and flavors, and round them out with subtle hints of nutmeg and clove. The wine has a youthful exuberance that is enjoyable as a sipper on its own, or with a variety of dishes.

Winemaker Notes:
Winemaking begins in the vineyard and often peaks with the harvest of the grapes that have been carefully tended all year long. Grapes for the California Collection White Zinfandel were picked at the peak of maturity and brought into the winery for gentle crushing. By keeping the juice in contact with the grapes' red skins for approximately three hours, a light blush color was retained. Beringer's winemakers then used slow, cool fermentations to preserve the vibrant, fresh strawberry, honeydew, and citrus aromas and flavors.

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January 26, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #012

1) 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
033987	Absolut Wild Tea Vodka	265	750 ml	12	35229-00076	$23.95

Absolut Wild Tea has aromas of black tea, elderflower, red apples, and citrus. The taste is rich and fruity, with overtones of black tea and natural sweetness - no sugar has been added. Mix 2 parts Absolut Wild Tea with ¾ part fresh lime juice and ½ part simple syrup (sugar and water), serve in a rocks glass over ice, and garnish with a lime wheel for an 'Absolut Wild Gimlet.'

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040886	Smirnoff Spiced Root Beer Vodka	290	750 ml	12	82000-74966	$19.95

On the first approach, there is an incredibly mild nose that links together the two constituent elements, with the warm alcohol-fueled burn of the vodka tying together with the sugary root beer flavoring.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
087416	Jose Cuervo Tradicional Silver Tequila	498	750 ml	12	83960-72699	$21.95

It's clarity and crisp flavor is the result of using the same small-batch production method originated by Jose Cuervo in 1795. Estate grown agave plants are slow-cooked and then double-distilled in small artisenal stills.

continued…

2) The following new item is in the Distribution Center. This item is a size extension and 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
035625	Pinnacle Whipped Cream Flavored Vodka	265	50 ml	48	89708-46076	$1.25

This is a unique flavor in the vodka category. Ultra smooth, extremely mixable.

Whipsaw
2 oz. Pinnacle Whipped Cream Flavored Vodka
4 oz. Jagermiester
Served in a glass filled with ice and garnished with a cherry.

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February 2, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #017

1) A limited number of cases of the following item 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
043076	Admiral Nelson Coconut Rum with 50 ml Admiral Nelson Spiced 70 Proof Rum On-Pack (12 on 12)	320	750 ml	12	88352-11948	$11.95

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
084161	99 Blackberries Schnapps	485	50 ml	120	89000-51599	$1.50
087640	Familia Camarena Silver Tequila	498	50 ml	60	85000-00881	$1.75

3) 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
041911	Ursus Punch Vodka	290	750 ml	12	82000-75051	$10.95

Ursus is Latin for "bear". Ursus polar bears represent the bold and cold nature of Ursus Punch Vodka. This brightly-colored flavored vodka features a trio of polar bears on the label that shift color from white to blue when chilled below 45 degrees. Apart from a nifty gimmick, it is also designed to let the drinker know when Ursus has reached an "ideal" drinking temperature.

Ursus Punch features notes of pineapple, citrus and red fruits. It has a clean, smooth, pure, exciting surprising rounded taste with a long unforgettable finish and a destinctive hue.

continued…

4) The following One-Time-Only (OTO) item is in the Distribution Center. This item is 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
002504	Tarantula Azul & Margarita Mix Co-Pack	020	750ml	6	85592-12004	$21.95

5) The following new item is in the Distribution Center. This is a size extension and is 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
022166	Wild Turkey Eight Year Bourbon Traveler	151	750 ml	12	80432-40430	$24.95

Tasting note: Nose of sweet corn and charred American oak. Exceptionally soft, but rich aroma for a high proof bourbon. Its taste is powerful. Deep, complex, honeyed, vanillan palate - rich with caramel, vanilla and notes of honey and brown sugar. Clean warm spirit, finishing long with caramel and woody sweetness. 50.5%.Alc/vol.

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February 9, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #020

1) The following "old brand codes" will be replaced by the "new brand codes". Continue to order the "old brand codes" until they are no longer available at the distribution center, at which time the "new brand codes" should automatically replace them. At that time, please take a marking pen and change all "old" case stock to the new brand codes. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin.

OLD BRAND CODE	NEW BRAND CODE
003676 – Herradura Silver Tequila, 750ml (12 units per case)	003655 – Herradura Silver Tequila, 750 ml (6 units per case)
003678 – Herradura Reposado Tequila, 750ml (12 units per case)	003657 – Herradura Reposado Tequila, 750ml (6 units per case)

2) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. Once a new listed item has been received in the Distribution Center and the forceout is complete, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand code to the listed brand code.

Special Order Brand Code	Listed Brand Code	Description	Size	Retail
973870	034578	Pinnacle Vodka	1.75L	$27.95

3) 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
032236	Seagram's Extra Dry Gin with 50 ml Seagram's Lime Twisted Gin On-Pack (12 on 12)	225	750 ml	12	80432-40123	$12.95
034919	Three Olives Vodka with 50 ml Three Olives Rangtang Vodka On-Pack (6 on 6)	260	1.75 L	6	89708-77822	$39.95
034919	Three Olives Vodka with 50 ml Three Olives Purple Vodka On-Pack (6 on 6)	260	1.75 L	6	89708-77822	$39.95
043028	Admiral Nelson Spiced Rum with Sunglasses On-Pack (6 on 6)	320	1.75 L	6	88352-11526	$30.95
043076	Admiral Nelson Coconut Rum with Sunglasses On-Pack (12 on 12)	320	750 ml	12	88352-11948	$11.95

4) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
084160	99 Apple Schnapps	485	50 ml	120	89000-11839	$1.50

5) The following new items are in the Distribution Center. These items are size extensions and 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
012881	Rich & Rare 3 Year Canadian	111	50 ml	120	88004-00038	$1.50

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034368	Fris Skandia Vodka	260	1.75 L	6	80432-10553	$25.95

Fris Vodka has a clean and neutral aroma, and a velvety mouth feel. Serve it straight from the freezer, the colder the better!

6) 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
034276	Denaka Vodka	260	750 ml	12	88004-01404	$14.95

Medium light body. Dry. Reminiscent of white pepper, potato, charcoal. Smooth, delicate texture. Very refined, with a soft, easy entry. Spicy, lively finish.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
044342	Calypso Spiced Rum	320	750 ml	12	85676-56380	$12.45

Taste of the Caribbean, with a rich, mellow flavor. Ideal straight up or in mixed drinks. Product of the Virgin Islands.

7) The following repeat items are in the Distribution Center. The marketing category assigned to these products is One-Time-Only (OTO). It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
370200	Mezzacorona Cabernet Sauvignon 2006 (Italy)	839	750 ml	12	87241-88105	$4.99

Traditional red wine vinification at controlled temperature of around 25° C; briefly refine in wood, ruby red in color, intense bouquet, complex with vanilla notes characteristic of the refinement in wood, dry flavor, lightly tannic, full-body.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
370220	Mezzacorona Chardonnay 2007 (Italy)	639	750 ml	12	87241-88103	$3.99

Traditional vinification of white wine at controlled temperatures of around 18-20° C; straw-yellow in color, pleasant fragrance, fruity, fine, distinctive, dry flavor, harmonic, lightly aromatic.

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February 16, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #023

1) The following items are new "Regular" wines and are on TPR in February and March. Please make TPR shelf tickets with the following information.

403195, Bodega Norton Malbec - Argentina, 750ml
Regular Retail - $ 9.99
TPR Retail - $ 6.99
Savings - $ 3.00

606267, R Mondavi Woodbridge Moscato CA, 1.5L
Regular Retail - $17.50
TPR Retail - $ 9.99
Savings - $ 7.51

2) The following wines are currently OTO's but will be regular listings effective March 1, 2011. The retails will not be changing from February to March. Please make TPR shelf tickets with the following information for March.

423870, Seven Red Blend - Spain, 3.0L
Regular Retail - $19.99
TPR Retail - $14.99
Savings - $ 5.00

460440, Cupcake Cabernet Sauvignon CA, 750ml
Regular Retail - $13.99
TPR Retail - $ 8.99
Savings - $ 5.00

551235, Big House White Blend CA, 3.0L
Regular Retail - $19.99
TPR Retail - $14.99
Savings - $ 5.00

560350, Cupcake Chardonnay CA, 750ml
Regular Retail - $13.99
TPR Retail - $ 8.99
Savings - $ 5.00

3) The following items will be on TPR in March. You will not receive TPR shelf tickets for March. Please make March TPR shelf tickets for these items.

092670, O'Mara's Caramel Irish Cream –Wine Base, 750ml
Regular Retail - $9.99
TPR Retail - $7.99
Savings - $2.00

092674, O'Mara's Irish Country Cream –Wine Base, 750ml
Regular Retail - $9.99
TPR Retail - $7.99
Savings - $2.00

continued…

4) The following special order brand code is now a listed item. Please discontinue ordering the special order brand code. Once a new listed item has been received in the Distribution Center and the forceout is complete, you will be notified in a merchandise bulletin that it is available to order.

Please transfer your inventory of the special order brand code to the listed brand code.

Special Order Brand Code	Listed Brand Code	Description	Size	Retail
974220	027501	Headlong White Dog Whiskey	750ml	$34.95

5) The following brands have been closed out for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout shelf tickets will be sent to you effective March 1, 2011.

		Reason:
006316	Tomatin 12 Year Single Malt Scotch, 750ml	Poor Sales
015660	Jameson Gold Reserve Irish Whiskey, 750ml	Poor Sales
034096	Absolut Kurant Sweden Vodka, 750ml	Poor Sales
034262	Finlandia Mango Vodka, 750ml	Poor Sales
034473	Level Vodka - Sweden, 750ml	Poor Sales
034715	Stolichnaya Cranberi Vodka, 750ml	Poor Sales
034729	Stolichnaya Elit Vodka, 750ml	Poor Sales
036261	Hangar One Straight Vodka, 750ml	Poor Sales
041576	Monarch Citron Vodka, 750ml	Poor Sales
044350	Cherry Jack Cherry Flavored Rum, 750ml	Poor Sales
044355	Cherry Jack Cherry Flavored Rum, 50ml	One-Time-Only
048656	Martell Cordon Bleu Cognac, 750ml	Poor Sales
054438	Mr. Boston Apricot Brandy, 1.75L	Poor Sales
055306	Dekuyper Cherry Brandy, 750ml	Poor Sales
063515	Sauza Mango Margarita, 1.75L	Poor Sales
073586	Dekuyper Hazelnut Liqueur, 750ml	Poor Sales
073616	Destinee Tropical Liqueur, 750ml	Poor Sales
087406	Jose Cuervo Platino Reserva De La Familia Tequila, 750ml	Poor Sales
089210	Cuervo Reserva De La Familia 100% Blue Agave Tequila, 750ml	Poor Sales
477805	J Lohr Est Paso Robles Los Osos Merlot, 750ml	Poor Sales
628240	Sterling Chardonnay Vintners Collection CA, 750ml	Poor Sales
768750	Argyle Brut Sparkling OR, 750ml	Poor Sales
884062	Daily's Strawberry Daiquiri Mix, 1.75L	Poor Sales
887050	Red Hibiscus Mix, 946ml	Poor Sales
893000	Redeye Bloody Mary Mix Original, 1.0L	Poor Sales
893030	Redeye Bloody Mary Mix Horseradish, 1.0L	Poor Sales
894411	Stirrings Mojito Mixer, 750ml	Poor Sales
895200	Thai Style Hot Bloody Mary Mix, 946ml	Poor Sales
900502	Arbor Crest Merlot, 750ml	Poor Sales

6) The following closeout Holiday OTO items will have an additional price reduction effective March 1, 2011. You will receive new shelf tickets for March.

002229	Christian Brothers Holiday Nog, 750ml
059100	Evan Williams Egg Nog, 750ml
061616	Pennsylvania Dutch Egg Nog, 750ml
061618	Pennsylvania Dutch Egg Nog, 1.75L
065176	Holly Toddy Rum & Brandy, 750ml
092270	Chocovine Chocolate Dessert Wine, 750ml
325050	Nurnberger Markt Gluhwein, 1.0L

continued…

895502 Vibe Cocktail Hot Buttered Rum Mix, 946ml
950116 Very Special Chocolates 10 Piece Crate Assortment, 3.5 oz
950131 Turin Chocolates 6 Piece Jose Cuervo, 2.1 oz
950132 Turin Chocolates 6 Piece Kahlua, 2.1 oz
950155 Weinrich Chocolate Bar Orange Truffle, 3.5 oz
950187 Very Special Chocolates 5 Count Bottle Box, 1.75 oz
950194 Schlunder Cappuccino Liqueur Cake, 14 oz
950197 Weinrich Chocolate Bar Rum Truffle, 3.5 oz
950204 Turin Chocolates 6 Piece Jack Daniels, 2.1 oz
950205 Turin Chocolates 6 Piece Malibu, 2.1 oz
950206 Turin Chocolates 6 Piece Baileys, 2.1 oz
950210 Schlunder Jamaican Rum Liqueur Cake, 14 oz
950216 Turin Chocolates 6 Piece Grand Marnier, 2.1 oz
950219 Turin Chocolates Grand Marnier 12 Piece Bag, 4.23 oz
950220 Turin Chocolates Baileys 12 Piece Bag, 4.23 oz
950221 Turin Chocolates Jack Daniels 12 Piece Bag, 4.23 oz
950222 Turin Chocolates Jose Cuervo 12 Piece Bag, 4.23 oz
950223 Turin Chocolates Kahlua 12 Piece Bag, 4.23 oz
950224 Turin Chocolates Malibu 12 Piece Bag, 4.23 oz
950225 Turin Chocolates Kahlua Box, 6.3 oz
950226 Turin Chocolates Baileys Box, 6.3 oz
950228 Weinrich Chocolate Bar Whiskey Truffle, 3.5 oz
950229 Very Special Chocolates 10 Piece Assortment, 3.8 oz

7) The following Holiday and OTO items will have an additional price reduction effective March 1, 2011. You will receive new shelf tickets for March.

000950 Jack Daniel's Black w/2 Glasses, 375ml
001733 Appleton Estate Reserve Rum w/2 Glasses, 750ml
003077 Frangelico Liqueur w/2 Espresso Cups, 750ml
003528 El Jimador Reposado Tequila w/2 Shot Glasses, 750ml

8) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
000430	Jim Beam Sampler Pack 50 ml Four Pack	030	200 ml	30	80686-03302	$4.95

9) The following One-Time-Only (OTO) item is in the Distribution Center. This item is 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
064416	Benedictine Dom Brandy	405	750ml	12	80480-55540	$29.70
950233	Wildcat White Moonshine Whiskey	199	750 ml	12	36211-98685	$28.00

continued…

10) The following new item is in the Distribution Center. This is a size extension and is 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
043040	Bacardi Gold Rum Traveler	305	1.75 L	6	80480-02532	$29.95

11) The following new item is in the Distribution Center. This is a size extension and 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
043242	Captain Morgan Spiced 100 Proof Rum	320	1.75 L	6	82000-74200	$46.95

12) 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
077558	Thatcher's Blood Orange Liqueur	450	750 ml	6	98817-00236	$19.95

Juicy and fresh picked feel which burst in all cocktails or on its own with sparkling water in the afternoon.
Use in margaritas, martinis, mojitos, sparkling wines and waters.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
077562	Thatcher's Cucumber Liqueur	449	750 ml	6	98817-00210	$19.95

Crisp and refreshing feels like your biting into the pulp of a cucumber. Use in vodka and gin based cocktails.

continued..

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
77564	Thatcher’s Elderflower Liqueur	449	750 ml	6	98817-00208	$19.95

Floral, savory and sweet which compliments brings a level of elegance to all creations. Use in vodka, champagnes and white wines.

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February 23, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #024

1) A limited number of cases of the following item 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
040821	Skyy Infusions Pineapple Vodka with 50 ml Ginger Vodka On-Pack (12 on 12)	290	750 ml	12	21059-69750	$19.95
042732	Novo Fogo Cachaca Organic Silver Rum with Muddler On-Pack (6 on 6)	300	750 ml	6	52384-00200	$29.95

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March 2, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #027

1) The following items are available in split case.

BRAND CODE	BRAND NAME	SIZE
001765	LERICHE VSOP GIFT BOX	0.75
003038	COMANDON VS COGNAC	0.75
003655	HERRADURA SILVER TEQ -6 UNITS/CASE	0.75
003657	HERRADURA REPOSADO TEQ -6 UNITS/CS	0.75
003676	HERRADURA SILVER TEQ	0.75
003677	HERRADURA ANEJO TEQ	0.75
003678	HERRADURA REPOSADO TEQ	0.75
004096	ARDBEG 10 YEAR OLD SC	0.75
004356	THE BALVENIE DBLWOOD SM 12 YR SC	0.75
004380	THE BALVENIE PORTWOOD SM 21 YR SC	0.75
004616	BUCHANAN'S SPECIAL RESV 18 YR SC	0.75
004626	BUCHANAN'S DELUXE 12 YR SC	0.75
004636	BOWMORE ISLAY 12 YR SM SC	0.75
004656	BUNNAHABHAIN SGL MALT 12 YR SC	0.75
004723	CHIVAS REGAL 18 YR SC	0.75
004780	CRAGGANMORE SGL MALT 12 YR SC	0.75
004825	THE DALMORE 12 YR SM SC	0.75
004846	DALWHINNIE SGL MALT 15 YR SC	0.75
004876	DEWAR'S SPEC RES 12 YR SC	0.75
004936	THE FAMOUS GROUSE SC	0.75
005006	GLENFIDDICH 12 YR SGL MALT SC	0.75
005014	GLENFIDDICH SOLERA RES 15 YR SM SC	0.75
005034	GLENLIVET SGL MALT 12 YR SC	0.375
005038	GLENLIVET SGL MALT 12 YR SC	1.75
005040	GLENLIVET SGL MALT 18 YR SC	0.75
005103	GLENMORANGIE LASANTA SC	0.75
005104	GLENMORANGIE NECTAR D'OR SC	0.75
005105	GLENMORANGIE QUINTA RUBAN SC	0.75
005136	GLENMORANGIE ORIGINAL 18 YR SC	0.75
005325	JOHNNIE WALKER BLACK 12 YR SC	0.375
005329	JOHNNIE WALKER BLUE SC	0.75
005345	JOHNNIE WALKER RED SC	0.375
005350	JOHNNIE WALKER GREEN 15 YR SC	0.75
005430	LAGAVULIN SGL MALT 16 YR SC	0.75
005446	LAPHROAIG SGL MALT 10 YR SC	0.75
005450	LISMORE SGL MALT SC	0.75
005480	THE MACALLAN CASK SNGTH SH MALT 12	0.75
005492	THE MACALLAN FINE OAK 10 YR SC	0.75
005493	THE MACALLAN FINE OAK 15 YR SC	0.75

005516	THE MACALLAN SGL HIGHL MALT 18 YR	0.75
005596	MCCLELLAND'S HIGHL SGL MALT SC	0.75
005606	MCCLELLAND'S ISLAY SGL MALT SC	0.75
005696	OBAN SGL MALT 14 YR SC	0.75
006206	TALISKER SGL MALT 10 YR SC	0.75
015536	BUSHMILLS 10 YR SGL MALT IR	0.75
015646	JAMESON 18 YR IR	0.75
015656	JAMESON 12 YR IR	0.75
015774	OLD BUSHMILLS IR	0.375
015856	REDBREAST 12 YR IR	0.75
015940	TULLAMORE DEW IR	0.75
016906	BOOKER NOE'S BBN	0.75
018276	FIGHTING COCK 6 YR BBN	0.75
028246	BOODLES BRITISH GIN	0.75
028886	TANQUERAY NO. TEN GIN	0.75
029120	AVIATION GIN	0.75
029970	DRY FLY GIN	0.75
033696	MR. BOSTON SLOE GIN	0.75
034041	ABSOLUT 100 PREMIUM VK	0.75
035527	BAKON VK	0.75
035727	BAINBRIDGE LEGACY ORGANIC VK	0.75
035860	DRY FLY VK	0.75
038014	SOFT TAIL SPIRITS VK	0.75
042046	APPLETON SPEC GOLD RM	0.75
042777	RON ZACAPA 23 YEAR RM	0.75
043056	BACARDI ANEJO RM	0.75
043282	CAPT.MGN PARROT BAY PINEAPPL RM	0.75
043287	CAPT.MGN PARROT BAY MANGO RM	0.75
047776	COURVOISIER VSOP COGNAC	0.75
048126	HENNESSY XO COGNAC	0.75
048706	MARTELL VSOP COGNAC	0.75
049156	REMY MARTIN XO EXCELLENCE COGNAC	0.75
049176	REMY MARTIN VS GRAND CRU COGNAC	0.75
049816	BOULARD CALVADOS GR SOL VSOP BRDY	0.75
051326	MARASKA KOSHER SLIVOVITZ PLUM BRDY	0.75
051506	PRESIDENTE MEXICO BRDY	0.75
052806	KORBEL BRDY	0.75
053536	LAIRDS APPLE JACK BRDY	0.75
056676	CLEAR CREEK DIST PEAR BRDY	0.75
064000	ABSENTE ABSINTHE REFINED LIQ	0.75
064336	B & B DOM BRDY L	0.75
064356	BARENJAGER HONEY	0.75
064636	CAMPARI HERB L	0.75
064676	CHAMBORD ROYALE	0.75
064692	CHARTREUSE GREEN HERB L-12/CASE	0.375
064742	CIROC COCONUT VK	0.75
064774	COINTREAU ORANGE	0.375
064876	DRAMBUIE SC L	0.75
064880	DRAMBUIE SC L	0.375
064976	FERNET BRANCA LIQ	0.75

064981	FINAMORE LIMONCELLO LIQ	0.75
065015	GALLIANO L'AUTENTICO LIQ	0.75
065017	GALLIANO L'AUTENTICO LIQ	0.375
065040	LEMONCELLO GIOIA LUISA LEMON	0.75
065128	GRAND MARNIER ORANGE	1.75
065446	LYSHOLM LINIE AQUAVIT -NORWAY	0.75
065906	METAXA 5 STAR GREECE BRDY	0.75
066033	NAVAN VANILLA COGNAC LIQ	0.75
066186	PERNOD LICRIC L	0.75
066226	PIMMS CUP #1	0.75
066636	SAMBUCA ROMANA LICRIC L	0.75
066990	STROH ORIG 80 RUM LIQ (160 PR)	0.75
067610	LUXARDO MARASCHINO LIQ	0.75
067806	TIA MARIA COFFEE	0.75
071446	AFTER SHOCK HOT & COOL CINN LIQ	0.75
071996	SAMBUCA DI AMORE	0.75
074086	GODIVA CHOCOLATE	0.75
074090	GODIVA WHITE CHOCOLATE	0.75
076451	PACIFIQUE ABSINTHE VERTE LIQ	0.75
080826	ICE 101 PEPPERMINT SCHN	0.75
084159	99 APPLES SCHN	0.75
087306	CAZADORES BLANCO TEQ	0.75
087635	EL ZACATECANO BLANCO MEZCAL	0.75
088566	SAUZA TRES GENERACIONES PLATA TEQ	0.75
089047	AHA TORO ANEJO TEQ	0.75
089048	AHA TORO REPOSADO TEQ	0.75
089136	CABO WABO 100% AGAVE ANEJO TEQ	0.75
089154	DON JULIO REPOSADO TEQ	0.75
089187	CHAMUCOS REPOSADO ESPECIAL TQ 6/CS	0.75
089204	1800 REPOSADO TEQ	0.375
089240	DON EDUARDO ANEJO TEQ	0.75
089455	EL ZACATECANO ANEJO MEZCAL	0.75
089456	EL ZACATECANO REPOSADO MEZCAL	0.75
089566	MONTE ALBAN MEZCAL W/AGAVE WORM	0.75
089646	PATRON ANEJO 100% AGAVE TEQ	0.75
090734	SANDEMAN FINE TWNY RED PORTO	0.75
090794	SANDEMAN FOUNDERS RES RED PORT	0.75
091344	HARVEYS BRISTOL CR SHERRY SPAIN	0.75
091974	DRY SACK SHERRY SPAIN	0.75
092344	FLORIO DRY MARSALA ITALY	0.75
092354	FLORIO SWEET MARSALA ITALY	0.75
093204	FICKLIN VYDS TINTA RED PORT	0.75
448100	CLOS DU BOIS CA CAB SAUV	0.75
448305	CLOS DU BOIS CA MERLOT	0.75
450750	CANOE RIDGE MERLOT WA	0.75
478705	KENWOOD SONOMA CTY CAB SAUV CA	0.75
479300	KENDALL JACKSON VINT RES CAB SAUV	0.75
479350	ERATH PINOT NOIR OR	0.75
551900	CANOE RIDGE CHARD WA	0.75
581330	KENDALL JACKSON VINT RES CHARD	0.75

582307	LA CREMA CHARDONNAY CA	0.75
704050	VEUVE CLICQUOT YELLOW LABEL CHAMP	0.75
710701	MOET DOM PERIGNON -6 UNITS/CASE	0.75
710806	MOET & CHANDON IMPERIAL CHAMP 6/CS	0.75
711200	MUMM CORDON ROUGE BRUT	0.75
715100	TAITTINGER BRUT	0.75
745405	DOMAINE CHAND NAPA VY BRUT SPK CA	0.75
756300	MUMM CUVEE NAPA BRUT CA	0.75
769555	DOMAINE CHAND BLANC DE NR SPKL CA	0.75
900700	BARNARD GRIFFIN MERLOT WA	0.75
900798	BARNARD GRIFFIN CAB SAUV WA	0.75
900883	HEDGES '03 THREE VYDS RED WINE WA	0.75
900914	CANOE RIDGE WALLA WALLA CAB SAU WA	0.75
901063	HOGUE GENESIS SYRAH WA	0.75
901156	WILLAMETTE VLY PINOT NOIR OR	0.75
901157	WILLAMETTE VLY PINOT NOIR WHL CLST	0.75
939003	ETHYL ALCOHOL-PURE USP 200 PR PINT	0.4732

2) The following items are new "Regular" wines and are on TPR in March. If you receive inventory of these wines in March, please make TPR shelf tickets with the following information.

442572, Barefoot Cellars Cabernet Sauvignon CA, 750ml
Regular Retail - $6.99
TPR Retail - $5.49
Savings - $1.50

544109, Barefoot Cellars Moscato CA, 750ml
Regular Retail - $6.99
TPR Retail - $5.49
Savings - $1.50

3) 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 and the forceout is complete, 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	March Retail
972977	086960	Peychaud's Bitters	148 ml	$4.95
973494	077585	Veev Acai Liqueur	750 ml	$29.95
973921	004940	Glen Grant Single Malt 10 Year Scotch	750 ml	$44.95
973968	035279	Hammer + Sickle Russian Vodka	750 ml	$29.95
974219	037224	Peabody Jones Organic Vodka	750 ml	$29.95

continued…

4) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
087411	Jose Cuervo Tradicional Silver Tequila	498	50 ml	60	83960-72638	$2.25

5) The following One-Time-Only (OTO) item is in the Distribution Center. This item is 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
027558	Golden Samish Bay Whiskey	199	750 ml	12	04879-30794	$42.90

A single-malt whiskey, which is craft-distilled in small batches using local, hand-selected ingredients. Samish Bay whiskey is made from 100% Washington-grown premium grain and pure filtered water.

6) 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
034395	Effen Cucumber Vodka	265	750 ml	6	80686-93824	$28.95

EFFEN Cucumber Vodka is made using natural ingredients and premium spirits distilled from wheat, rendering a crisp, clean cucumber flavor without the use of sugar or artificial flavors. The vodka is made using a "continuous distillation" process in which the liquid is circulated in giant stainless steel columns many times.

continued…

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043183	Bacardi Rock Coconut Rum	345	750 ml	12	80480-40164	$18.95

What sets Bacardi Rock Coconut apart is the combination of coconut juice with rock melon, a fruit indigenous to India and Africa. The combination of the two flavors, according to Bacardi, gives the new Rock Coconut rum a crisp, smooth taste.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
067760	Stirrings Espresso Liqueur	430	750 ml	12	82000-00274	$16.95

Coffee is one of the most complex beverages you can drink, with layer upon layer of taste profiles that bring to mind foods as diverse as nuts, fruits, herbs, and spices. With Aromas of fresh-brewed espresso, the flavor combines the traditional roasted ground coffee so familiar to your palate with vanilla under-tones and a sweet, velvety finish that gives an aftertaste of real coffee beans.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
895500	Vibe Cocktail Dirty Martini Mix	999	750 ml	12	82712-00097	$6.45

Vibe does not use artificial colors / flavorings, chemical preservatives, or high fructose corn syrup. After curing Sicilian Green Olives in their secret brine for a full nine months they drain the brine off of the olives, filter the cured brine and add little of her new olive brine. A splash of Dirty Martini Olive Juice in your favorite vodka or Gin and you will have the ultimate Dirty Martini. Add to your favorite pasta salad, spaghetti sauce, and Bloody Mary's. Shelf Life – 24 months unopened, up to 6 months opened in the refrigerator

•Gluten Free

•Allergens: None

continued…

7) The following new item is in the Distribution Center. This item is a size extension and 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
040988	Smirnoff Blueberry Vodka	290	1.75 L	6	82000-73293	$29.95

8) The following One-Time-Only (OTO) items are in the Distribution Center. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
478900	Kenwood Vintage Red Blend 2008 (California)	859	750 ml	12	10986-00408	$5.99

Our quality, value-priced red wine is made from grapes sourced from some of California's best known grape growing regions. The 2008 vintage is a perfect everyday drinking wine, full of ripe fruit and spicy character in both the mouth and nose. Gentle tannins and a lively mouthfeel round off this accessible, easy-drinking wine.

A delicious red wine with fruity raspberry jam character combined with toasty oak and spicy notes of white pepper and cloves. Well balanced with approachable tannins and smooth finish.

Food Pairing: The fresh, fruity flavors of Kenwood's Vintage Red Wine are an excellent match with a number of dishes including chicken, pasta, veal and pork dishes.

Composition: 86% Zinfandel, 8% Petite Sirah, 5% Merlot, 3% Sangiovese

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
580650	Kenwood Vintage White Blend 2009 (California)	659	750 ml	12	10986-00502	$5.99

Kenwood has produced a delicious white table wine for over three decades. Blended from a combination of grapes from Sonoma County and other California appellations, this wine is harmonious with a fruit/floral character and a refreshing finish. The Sauvignon Blanc and Muscat were fermented in stainless steel to preserve their lively and fruity characters. The Chardonnay, fermented in oak, adds weight to the mouthfeel as well as a subtle hint of sweet vanilla and toast. After fermentation these lots were blended together to form a delicious, well balanced wine with the zesty flavors of a Sauvignon Blanc and the full body of a Chardonnay.

Food Pairing: The crisp, bright fruit flavors of this wine are perfect when served as an aperitif or with salads, fruit and cheese, light pasta dishes and fish.

Composition: 76% Sauvignon Blanc, 22% Chardonnay, 2% Muscat

continued…

9) Brand code #710775 is a temporary replacement for 710806. This item is in the Distribution Center. It is not mandatory that you stock this product. Please order if you have an adequate customer base to support sales of this product.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
710775	Moet & Chandon Imperial Champagne "Gold Bottle" (France)	902	750 ml	6	81753-82008	$39.99

Due to the strike in France, all of the Moet & Chandon containers have been delayed and we do not know at this point when these containers will ship from France. In the interim, in place of 710806-Moet & Chandon Imperial, please order brand code 710775 Moet & Chandon Imperial Gold Bottle. This is the same product/pack size/price – just in a gold bottle. This package was created for key accounts and is considered a collector's item.

10) The following new "seasonal" craft beers from Pyramid, Redhook and Widmer are available to order in the Distribution Center. Quantities are limited. Please order in full cases only. You are encouraged to keep the beer stocked until it's gone.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929548	Widmer W'11 Russian Imperial Stout	097	355ml	24	02770-00700	$7.68/6pk Or $1.28 each

2011 Brewmasters' Release KGB has been a long-time favorite at the Gasthaus, our pub at the brewery in Portland. Years ago, when our brewers were tasked with creating something daring and unexpected from Widmer Brothers, they crafted this big, bold Russian Imperial Stout. The only fitting name it could bear was KGB. This beer boasts a deep, opaque black color. It has tremendous body and mouthfeel, achieved by the use of roasted barley and other specialty malts. A spicy hop character helps balance the beer out to create a rich and complex warmer. ABV: 9.7%

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929549	Redhook Mud Slinger Spring Ale	097	355ml	24	21242-00004	$7.68/6pk Or $1.28 each

Mudslinger is a Nut Brown Ale with a Medium body and a fresh aroma. Its malty flavor is layered with light chocolate, caramel, brown sugar and a hint of vanilla. Six barley malts and two hop varieties result in a surprisingly smooth, well balanced dark beer.
Mudslinger pairs nicely with grilled meats, stews, fowl, and even smoked oysters or salmon. ABV: 5.8%

March 9, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #031

1) The following brands have been closed out or discontinued for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout and discontinued shelf tickets will be sent to you effective April 1, 2011.

		Reason:
002909	Bailey's Candy Cane 4/pk 50ml each, 200ml	One-Time-Only
036596	Kirov Vodka, 750ml	Discontinued by Supplier
036598	Kirov Vodka, 1.75L	Discontinued by Supplier
064446	Berentzen Apfel Korn Apple Liqueur, 750ml	Supplier Issue

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
034188	Effen Vodka with 50 ml Effen Cucumber Vodka On-Pack (6 on 6)	260	750 ml	6	80686-93805	$28.95
034189	Effen Black Cherry Vodka with 50 ml Effen Cucumber Vodka On-Pack (6 on 6)	265	750 ml	6	80686-93812	$28.95

3) The following One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please order in the normal manner. Please order in full cases only.
LIMITED ORDER OF 5 CASES PER STORE PER WEEK 003123

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003123	Jagermeister Herb Liqueur with Staghead Pourer	020	750 ml	12	83089-66091	$25.95

4) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item is not being automatically forced out. Please order in the normal manner. Please order in full cases only.

LIMIT 10 CASES PER STORE 003132

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003132	Jagermeister Herb Liqueur with Party Bucket, Pump & Cups	020	1.75 L	3	83089-66019	$57.95

5) The following newly listed wines are in the Distribution Center. Selected 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
403195	Bodega Norton Malbec (Argentina)	843	750ml	12	17888-79012	$6.99

Rich dusky red in color. Ripe plum, spice and black pepper aromas. Good structure on the palate, sweet tannins, round and velvety.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
560350	Cupcake Chardonnay (California)	666	750 ml	12	81308-59207	$8.99

Cupcake Chardonnay was crafted to emphasize the Central Coast's creamy and structured Chardonnay character. It starts off with a touch of apple, a hint of tropical fruits and is complimented by a balance of vanilla and spice. Malolactic fermentation is used with aging in small barrels to provide a rich mid palate that develops into a long, smooth, satisfying finish.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902057	Terra Blanca Arch Terrace Merlot (Washington)	884	750 ml	12	12516-99022	$11.99

Opens with hints of cedar and spicy red fruit. Bright, juicy cherry and cloves up front on the palate lead to a gorgeous, lingering finish of dark cherry, blackberry and clove.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901734	Terra Blanca Arch Terrace Syrah (Washington)	887	750 ml	12	12516-00025	$11.99

Aromas of raspberry and rose petals with subtle hints of smoke and leather lead to core flavors of wild blueberry and plum. The vibrant finish of plum with nuances of clover, cedar and smoke linger on the palate.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
901735	Terra Blanca Arch Terrace Cabernet Sauvignon (Washington)	863	750 ml	12	12516-99023	$11.99

An elegant Red Mountain Cabernet Sauvignon. The 2006 opens up with cedar, blackcurrant and a hint of eucalyptus. Dark fruit flavors of ripe raspberry and black cherry intermingle with vanilla and clove leading to a lingering finish of chalk, orange, and raspberries.

6) 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
429957	Yellow Tail Cabernet/Merlot (Australia)	840	750 ml	12	31259-01404	$3.99

Bursting with ripe blackberry fruit. Bold flavors from the Cabernet Sauvignon and Merlot create a perfect blend of fruit with a hint of spice.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
429968	Yellow Tail Sauvignon Blanc (Austra1ia)	640	750 ml	12	31259-03235	$3.99

Vibrant citrus and passionfruit aromas with a refreshing taste of limes, tropical fruit and green apples

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
430008	Yellow Tail Shiraz/Grenache (Australia)	840	750 ml	12	31259-01406	$3.99

Lush raspberry aromas and a touch of spice. The two varieties come together in a balanced blend with earthy tones and vibrant acidity.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
430013	Yellow Tail Pinot Grigio (Australia)	640	750 ml	12	31259-00971	$3.99

Lively green apple and pear aromas with a crisp, clean and refreshing palate in this Pinot Grigio wine.

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March 16, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #035

1) 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
004868	Dewar's White Label Scotch with Two Golf Balls On-Pack (6 on 6)	101	1.75 L	6	80480-23000	$57.95
012888	Rich & Rare 3 Year Canadian with 50 ml Fireball Cinnamon Whiskey or Dr. McGillicuddy's Cherry On-Pack (6 on 6) three of each	111	1.75 L	6	88004-00033	$25.95
038088	Platinum 7X Vodka with 50 ml Dr. McGillicuddy's Vanillia On-Pack (6 on 6)	285	1.75 L	6	88004-01272	$24.95
041206	Firefly Sweet Tea Vodka with 50 ml Firefly Sweet Tea Bourbon On-Pack (6 on 6)	290	1.75 L	6	97291-00015	$39.95
064135	Di Saronno Amaretto with Citrus Juicer On-Pack (12 on 12)	420	375 ml	12	80480-01451	$13.95
066836	St. Germain French Liqueur with Carafe On-Pack (6 on 6)	449	750 ml	6	98804-00100	$38.40

2) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040829	Skyy Infusions Blood Orange Vodka	290	50 ml	72	21059-83050	$1.50

continued…

3) The following One-Time-Only (OTO) item is in the Distribution Center. This item is 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
002912	Absolut Flavored Vodka Minibar 50 ml 5/Pack	010	250 ml	24	80432-90088	$6.95

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
040831	Skyy Infusions Blood Orange Vodka	290	750 ml	12	21059-83750	$19.95

Skyy Infusions Blood Orange has sweet, orange zest aromas with bright and juicy orange flavors. Beginning Bright, juicy fresh fruit. Mid palate Clove, baking spice, zest. Finish Clean, spice caramel.

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
027501	Headlong White Dog Whiskey	199	750 ml	12	28028-03737	$34.95

USDA certified organic grain grown by a third generation family farm in Walla Walla Washington. Repeatable, Smooth, Flavorful, Mixable. Approachable for non-whiskey drinkers. Lovely pale golden color. The characteristic white dog flavors are all still there and very identifiable, but there is also a lot of new tannin, smoke, and just a hint of vanilla hiding in there.

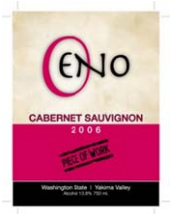
6) The following new items are in the Distribution Center. These items are size extensions and all stores received one case of these items. Managers are reminded to immediately display these items upon receipt in their outlets. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034578	Pinnacle Vodka	260	1.75 L	6	89708-46522	$27.95
038082	Platinum 7X Vodka	285	375 ml	12	88004-01276	$6.95
064861	Fireball Cinnamon Whisky	401	50 ml	120	88004-14470	$1.75

7) The following One-Time-Only (OTO) items are in the Distribution Center. It is not mandatory that you stock these products. Please order if you have an adequate customer base to support sales of these products.

THERE ARE 223 CASES AVAILABLE

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902155	Kestrel Vintners "Oeno" Cabernet Sauvignon 2006 (Washington)	863	750 ml	12	51640-83207	$5.99



Winemaker Notes:
Our fruit was sourced from several vineyards in the award winning Columbia Valley. This Cabernet boasts dark fruit flavors of blackberry, black currant and blueberry with hints of vanilla, herbs and spice. The mouth feel is round and silky leading to a clean long finish.
Blend: 97 % Cabernet Sauvignon, 3% Syrah.
Food Pairing: Grilled Steak, roasts, burgers and beef stroganoff.

THERE ARE 316 CASES AVAILABLE

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902156	Kestrel Vintners Raptor House Syrah 2005 (Washington)	887	750 ml	12	51640-73607	$5.99

Winemaker Notes:
Washington Syrah is an amazing grape and this wine delivers the goods. The nose is big, floral and meaty with dark fruit blending with earth and spice. Medium to full-bodied this wine will develop in the glass and add complexity to the clean finish.
Blend: 87 % Syrah, 10% Cabernet, 3% Viognier.
Food Pairing: Grilled Meats, perfect for BBQ. Slow roasted meats with rosemary, Lamb.

continued…

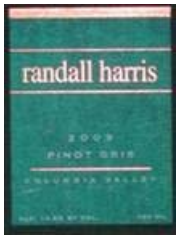
THERE ARE 163 CASES AVAILABLE

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902157	Kestrel Vintners Raptor House Viognier 2006 (Washington)	699	750 ml	12	51640-71407	$5.99

Winemaker Notes:
The rich color prepares you for the bright citrus nose, honeysuckle, lemon zest and pear. The beautiful fruit is complimented with floral notes and round caramelized sugar.
Blend: 100 % Viognier.
Food Pairing: Lamb curry, roasted turkey, chicken marsala, clam chowder, halibut with fruit chutney.

THERE ARE 130 CASES AVAILABLE

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902158	Randall Harris Pinot Gris 2009 (Washington)	669	750 ml	12	57846-10265	$6.95



This is the last wine to be produced by RL Wine Co. This 2009 Pinot Gris is from Willow Crest in Prosser, Washington. All estate grown fruit. 100% Pinot Gris. Bottled Fall 2010.

The wine is very fresh and fruity with a nice balance of acidity and wonderful aromas. For a great taste try this wine slightly chilled for 25 minutes in the Refrigerator.

8) The following newly listed wine is in the Distribution Center. Selected stores received one case of this item. 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
460440	Cupcake Cabernet Sauvignon (California)	864	750ml	12	81308-59187	$8.99

Tasting Notes:
Rich and enticing, the Cupcake Cabernet Sauvignon is a balance between generous profiles of fruit and oak. This full-bodied yet smooth Cabernet Sauvignon displays soft tannins, with primary fruit flavors of blackberry, dark cherry and plums. The dark fruits melt with the flavors of mocha and toasty oak before ending with a long and silky finish.

Food Pairing:
This wine pairs well with baked brie drizzled with honey or petite filet mignon with a cabernet reduction sauce.

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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 75th 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.

continued…

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

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March 30, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #042

1) 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
088548	Sauza Hornitos Plata White Tequila with Shot Glass On-Pack (12 on 12)	498	750 ml	12	80686-83532	$23.95
089836	Sauza Hornitos Reposado Gold Tequila with Shot Glass On-Pack (12 on 12)	499	750 ml	12	80686-83502	$27.95
089838	Sauza Hornitos Reposado Gold Tequila with Shot Glass On-Pack (6 on 6)	499	1.75 L	6	80686-83505	$59.95
089841	Sauza Hornitos Anejo Tequila with Shot Glass On-Pack (12 on 12)	499	750 ml	12	80686-83542	$28.95

2) The following One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043179	Bacardi Rock Coconut Rum	345	50 ml	120	80480-40167	$1.00
073704	Evan Williams Honey Reserve Liqueur	401	50 ml	120	96749-02179	$1.00
073714	Evan Williams Cherry Reserve Liqueur	401	50 ml	120	96749-02186	$1.00

continued…

3) The following repeat One-Time-Only (OTO) item is in the Distribution Center. This item is 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
027542	Rogue Dead Guy Whiskey	199	750 ml	12	95301-14410	$42.95

Tasting Notes: Delicately sweet with a rich malt complexity, opens up to a warm peppery finish.
6 Ingredients: Dead Guy Whiskey is made with the same 4 grains that are used to make Dead Guy Ale since 1991. Northwest Harrington, Maier Munich, Klages, and Carastan malts; Free Range Coastal Water & Distiller's yeast.

Dead Guy Whiskey is distilled from the sweet wort of Rogue's award winning Dead Guy Ale. Distiller's yeast is added and the sweet wort is fermented for seven days then double distilled in a 150 gallon copper whiskey still and ocean aged in oak.

4) 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
037224	Peabody Jones Organic Vodka	285	750 ml	12	28028-03738	$29.95

Delightfully smooth, with a creamy mouth feel and hints of butterscotch, vanilla and almond on the nose. Our distilling techniques retain the natural character and terroir of the soft winter wheat that can only be cultivated in Washington State. Finishes with a calming warmth devoid of heat.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
027562	Seagram's 7 Crown Stone Cherry Blend	199	750 ml	12	82000-00291	$15.95

Color: Amber.
Odor: Cherry flavored cough syrup but not as strong. The cherry scent is definitely predominant. No Citrus or "other" scent (other than the slight whiskey scent).
Taste: Straight it is very sweet, definite cherry flavor. Not bitter. Easy to sip.

continued…

5) The following new item is in the Distribution Center. Selected stores received one case of this item. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
004616	Buchanan's Special Reserve 18 Year Scotch	101	750 ml	6	88110-95534	$79.95

This deluxe 18 year old scotch has full rich flavors that are followed by a full bodied palate and a rich smooth finish.

6) The following new item is in the Distribution Center. Selected stores received one case of this item. 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
019235	Knob Creek Single Barrel Reserve Bourbon	151	750 ml	6	80686-01604	$46.95

Color: Tawny to honey
Nose: Strong Alcohol prevalence, wheat characteristic, medium oak expression. Spice shows a hint of black pepper, cardamom and vanilla.
Taste: Alcohol expressed all over the tongue, especially forward. Corn, cardamom, coriander, and cooperage. Extraordinarily smooth.
Finish: Crisp and clean with lingering vanilla and oak.

7) The following newly listed wine is in the Distribution Center. Selected stores received one case of this item. 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
901475	Terra Blanca Arch Terrace Chardonnay (Washington)	665	750ml	12	12516-00002	$9.99

A bouquet of crisp apple and tropical fruit inter¬mingle on the nose while proceeding to the pal-ate accompanied by a touch of vanilla and citrus. Hints of oak and butter are subtle, yet distinct. Mango, pineapple, citrus, and spice linger on the long finish, perfectly balanced with the crisp natural acidity of the wine.
Red Mountain Estate Vineyard ~A Salmon Safe Certified Vineyard~

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April 6, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #044

1) 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 take a marking pen and change all "old" case stock 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	NEW BRAND CODE
003677 – Herradura Anejo Tequila, 750ml (12 units per case)	003656 – Herradura Anejo Tequila, 750ml (6 units per case)

2) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of these this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
033986	Absolut Wild Tea Vodka	265	50 ml	120	35229-00074	$2.00

Fruity from the elderflower and bitter and earthy from the tea. The elderflower hits you first, but lightly, while the tea finish lingers. Now, the black tea is pleasant, refreshing, and authentic, a solid counterpoint to not just the elderflower but also the toughness of straight Absolut.

3) 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
035279	Hammer + Sickle Russian Vodka	260	750 ml	6	94922-54074	$29.95

Hammer + Sickle is characterized by its round, smooth taste and subtle vanilla finish. Enjoy it in its purest form over ice or as an idyllic cornerstone for cocktails. Relying on a six-time filtered six-time distilled process utilizing only the finest hand cleared winter wheat from the black earth region.

continued…

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035770	Pinnacle Cherry Whipped Flavored Vodka	265	750 ml	12	89708-46780	$15.95

Whipped cream and cherry-flavored vodka imported from France. Handcrafted in small batches and quadruple distilled with spring water from the Champagne region of France. Pinnacle Cherry Whipped is a light, sweet combination of vanilla and cream with cherry flavors.

Shake 2 oz. Pinnacle Cherry Whipped with ice, strain into a chilled martini glass and garnish with a cherry for a Cherries N' Cream.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035773	Pinnacle Orange Whipped Flavored Vodka	265	750 ml	12	89708-46770	$15.95

Pinnacle Orange Whipped is a light, sweet combination of vanilla and cream with orange flavors. Mix with orange juice and ice for an orange creamsicle flavored cocktail.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
072722	Christian Brothers Honey Liqueur	449	750 ml	12	86036-86277	$15.95

Christian Brothers Honey is smooth, infusing pure natural Honey with the rich taste of Christian Brothers Brandy, distilled from premium grape varietals and aged in hand selected oak barrels. Enjoy straight, on the rocks, or in a variety of classic and easy to mix cocktails.

continued…

4) There is additional inventory available in the Distribution Center of the following three repeat One-Time-Only (OTO) Yellow Tail wines. 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
429968	Yellow Tail Sauvignon Blanc (Australia)	640	750 ml	12	31259-03235	$3.99

Vibrant citrus and passionfruit aromas with a refreshing taste of limes, tropical fruit and green apples

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
430008	Yellow Tail Shiraz/Grenache (Australia)	840	750 ml	12	31259-01406	$3.99

Lush raspberry aromas and a touch of spice. The two varieties come together in a balanced blend with earthy tones and vibrant acidity.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
430013	Yellow Tail Pinot Grigio (Australia)	640	750 ml	12	31259-00971	$3.99

Lively green apple and pear aromas with a crisp, clean and refreshing palate in this Pinot Grigio wine.

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April 13, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #046

1) The following repeat One-Time-Only (OTO) items are in the Distribution Center. All stores received one case of these items. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040808	Skyy Infusions Grape Vodka	290	50 ml	72	21059-66050	$1.50
066030	Navan Vanilla Cognac Liqueur	449	50 ml	120	88110-01642	$1.95

2) The following new item is in the Distribution Center. Selected stores received one case of this item. 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
004940	Glen Grant Single Malt 10 Year Scotch	100	750 ml	6	21059-55750	$44.95

A rather fresh nose, very frutiy but without complexity. Ripe apples with a touch of tangerine (or at least some sweet citrus fruit). In the palate, a certain lack at character, fruity notes, ripe apple. An impression of "watery alcohol". A fruity finish, relatively long and a slight bitterness after a while.

continued…

3) The following newly listed wines are in the Distribution Center. Selected 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
441976	Apothic Winemakers Blend Red (California)	899	750ml	12	85000-01774	$8.99

A captivating blend of three distinct grapes, with the dark fruit flavors of Syrah, brambly spice of Zinfandel, and a smooth elegance of Merlot.
Apothic Red reveals intense fruit aromas and flavors of rhubarb and black cherry that are complemented by hints of mocha, chocolate, brown spice and vanilla. The plush, velvety mouthfeel and smooth finish round out this intriguing, full-bodied red blend.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
442572	Barefoot Cellars Cabernet Sauvignon (California)	864	750ml	12	18341-75101	$4.99

This wine offers big berry flavors that rewards with every sip. It has dark fruit notes of currant, raspberry and blackberry, and a velvety vanilla finish that leaves a lush and lasting impression.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
544109	Barefoot Cellars Moscato (California)	699	750ml	12	85000-01668	$4.99

No false advertising here, our Moscato is delightfully sweet, just like it says on the bottle. You'll fall in love with it from the first whiff of its lush, fruity aroma. Full of the flavors of juicy peach and ripe apricots, this wine has citrusy hints of lemon and orange that wraps things up with a bright, crisp finish. An easy-sipping wine that is a bit sweeter than our Riesling.

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April 20, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #048

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 and the forceout is complete, 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	May Retail
974034	035543	Ketel One Oranje Vodka	750ml	$28.95
974458	027475	Bird Dog Blackberry Whiskey	750ml	$21.95
974548	035766	Three Olives Dude Lemon Lime Vodka	750ml	$19.95
974595	013042	Collingwood Canadian	750ml	$31.95

2) The following special order brand codes are also listed items now. However, please continue to order these as special orders at this time. You will be notified in a future bulletin when to transfer your inventory of the special order brand codes to the listed brand codes.

973517 Michael Collins Irish Whiskey, 750ml
974198 Ebb+Flow Vodka, 750ml
974490 Ebb+Flow Gin, 750ml

3) The following items are new "Regular" wines and are on TPR in April, May and June. Please make TPR shelf tickets with the following information.

416232, Lindemans Moscato - Australia, 750ml
Regular Retail - $9.99
TPR Retail - $4.99
Savings - $5.00

902161, Maryhill Winemakers Red Blend WA, 750ml
Regular Retail - $14.99
TPR Retail - $10.99
Savings - $ 4.00

continued…

4) The following wines were WWM'10 OTO's but are now listed as "Regular" items. They continue to be OTO's in April and May with no price change. If you currently have inventory or receive inventory in May, the OTO retails are:

901039, Hyatt Cabernet/Merlot WA, 750ml: $5.99 (April and May)
901144, Hyatt Syrah WA, 750ml: $6.99 (April and May)

These items will be on TPR in June. Please make TPR shelf tickets with the following information for June.

<u>901039, Hyatt Cabernet/Merlot WA, 750ml</u>
Regular Retail - $6.99
TPR Retail - $5.49
Savings - $1.50

<u>901144, Hyatt Syrah WA, 750ml</u>
Regular Retail - $8.99
TPR Retail - $7.99
Savings - $1.00

5) The following brands have been closed out for the following reasons. Once stock is depleted from the Distribution Center, they will no longer be available. Closeout shelf tickets will be sent to you effective May 1, 2011.

		Reason:
041118	Firefly Lemon Sweet Tea Vodka, 750ml	Poor Sales
041127	Firefly Raspberry Sweet Tea Vodka, 750ml	Poor Sales
202300	Graceland 3/Pack Chardonnay/Merlot/Cabernet Sauvignon, 2.25L	Holiday 2009 OTO
412165	Hardys Stamp of Australia Cabernet Sauvignon, 3.0L	Poor Sales
416735	Little Penguin Chardonnay - Australia, 750ml	Poor Sales
429575	Walnut Crest Cabernet Sauvignon - Chile, 750ml	Poor Sales
429585	Walnut Crest Merlot - Chile, 750ml	Poor Sales
471610	Graceland Cellars Velvet Elvis Cabernet Sauvignon, 1.5L	Holiday 2008 OTO
572095	Graceland Cellars Blue Hawaii Riesling, 750ml	Holiday 2008 OTO
748250	Graceland Cellars All Shook Up Sparkling, 750ml	Holiday 2008 OTO
900003	Arbor Crest Sauvignon Blanc WA, 750ml	Poor Sales
900503	Arbor Crest Chardonnay WA, 750ml	Poor Sales
900698	Bridgman Chardonnay '06 WA, 750ml	WWM 2010 OTO
900775	Kiona Late Harvest Gewurztraminer '05/'08 WA, 375ml	WWM 2010 OTO
901315	Silver Lake Reserve Cabernet Sauvignon '06 WA, 750ml	WWM 2010 OTO
901375	Latah Creek '08 Chardonnay WA, 750ml	WWM 2010 OTO
901563	Maison De Padgett '98 Port WA, 375ml	WWM 2010 OTO
901576	Kiona Cabernet Sauvignon Washington State '03 WA, 750ml	WWM 2010 OTO
901658	Vin Du Lac "Les Amis" Riesling/Blend '08, 750ml	WWM 2010 OTO
901668	Windfall Winery Asian Pear Wine WA, 750ml	WWM 2010 OTO
901669	Whidbey Island "Island White" WA, 750ml	WWM 2010 OTO
901794	Working Girl White NV WA, 750ml	WWM 2010 OTO
901841	Cougar Creek Blackberry Wine NV WA, 500ml	WWM 2010 OTO
901870	Portteus Cabernet Sauvignon '07 WA, 750ml	WWM 2010 OTO
902029	Knipprath Au Chocolat Port NV WA, 375ml	WWM 2010 OTO
902080	Garlic Lady Crispy Green Beans, 237ml	Poor Sales
902082	Garlic Lady Sicilian Garlic Olives, 237ml	Poor Sales
902083	Garlic Lady Sicilian Garlic Cloves, 237ml	Poor Sales
902084	Garlic Lady Pickled Original Garlic, 237ml	Poor Sales
902085	Airfield Unoaked Chardonnay '09 WA, 750ml	WWM 2010 OTO
902086	Airfield Fly Girl White '09 WA, 750ml	WWM 2010 OTO
902087	Airfield Runway Syrah '08 WA, 750ml	WWM 2010 OTO
902088	Airfield Bombshell Red '08 WA, 750ml	WWM 2010 OTO

continued…

902089	Badger Mtn Chardonnay Organic '08 WA, 750ml	WWM 2010 OTO
902090	Powers Cabernet Sauvignon '07 WA, 750ml	WWM 2010 OTO
902091	Earth Series Red Blend '07 WA, 750ml	WWM 2010 OTO
902092	Boomtown Merlot '07 WA, 750ml	WWM 2010 OTO
902094	Hyatt Late Harvest Riesling '07 WA, 375ml	WWM 2010 OTO
902095	Kiona Late Harvest Riesling '08 WA, 375ml	WWM 2010 OTO
902096	Novelty Hill Sauvignon Blanc '07 WA, 750ml	WWM 2010 OTO
902097	Goose Ridge Chardonnay '07 WA, 750ml	WWM 2010 OTO
902099	Whidbey Island Cabernet Franc '07 WA, 750ml	WWM 2010 OTO
902100	Seeing Cabernet Sauvignon NV WA, 750ml	WWM 2010 OTO
902101	Seeing Chardonnay '08 WA, 750ml	WWM 2010 OTO
902103	Pasek Arabica Coffee Dessert WA, 375ml	WWM 2010 OTO
902108	Thurston Wolfe Petite Sirah '07 WA, 750ml	WWM 2010 OTO
902109	Ryan Patrick Naked Chardonnay '09 WA, 750ml	WWM 2010 OTO
902110	Substance Viognier '09 WA, 750ml	WWM 2010 OTO
902111	Substance Syrah '08 WA, 750ml	WWM 2010 OTO
902112	Pacific Rim Dry Riesling '07 WA, 750ml	WWM 2010 OTO
902113	Pacific Rim Sweet Riesling '09 WA, 750ml	WWM 2010 OTO
902115	Apex II Sauvignon Blanc '08 WA, 750ml	WWM 2010 OTO
902116	Apex II Merlot '06 WA, 750ml	WWM 2010 OTO
902117	B. Lovely Late Harvest Riesling NV WA, 750ml	WWM 2010 OTO
902121	Magnif Wine Co Original Merlot '07 WA, 750ml	WWM 2010 OTO
902123	Six Prong Chardonnay '07 WA, 750ml	WWM 2010 OTO
902125	Washington Hills Summit Reserve Syrah '07 WA, 750ml	WWM 2010 OTO
902126	Washington Hills Summit Reserve Cabernet Sauv '07 WA, 750ml	WWM 2010 OTO
902127	Washington Hills Summit Reserve Chardonnay '07 WA, 750ml	WWM 2010 OTO
902128	Insatiable Chardonnay '07 WA, 750ml	WWM 2010 OTO
902129	Insatiable Red Blend '06 WA, 750ml	WWM 2010 OTO
902130	Foxy Roxy Vixen Red '06 WA, 750ml	WWM 2010 OTO
902132	Smasne Cellars Dry Riesling '06 WA, 750ml	WWM 2010 OTO
902133	Steppe Cellars Gewurztraminer '07 WA, 750ml	WWM 2010 OTO
902134	Steppe Cellars Riesling '08 WA, 750ml	WWM 2010 OTO

6) The following Holiday and OTO items will have an additional price reduction effective May 1, 2011. You will receive new shelf tickets for May.

002715	Navan Vanilla Cognac Liqueur w/Glasses, 750ml
059529	Firefly Southern Lemonade Cocktail, 1.75L
059533	Firefly Sweet Tea Lemonade Cocktail, 1.75L
950193	Luxardo Sambuca Cream Liqueur w/2 Glasses, 750ml

7) The following One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034271	Denaka Vodka	260	50 ml	120	88004-01408	$1.50

continued…

8) 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
077585	VeeV Acai Liqueur	470	750 ml	6	95259-00100	$29.95

Grown and harvested in the Brazilian Rainforest, this Brazilian national fruit is considered to be **the world's preeminent superfruit. T**his purple berry tastes like an exotic blend off dark berries plus the added benefit of 57% more antioxidants than pomegranates or blueberries. And 30 times more heart-healthy anthocyanins then red wine. Acai grows atop palm trees – the same tree as hearts of palm. To help ensure the sustainability of Acai and protect the Brazilian Amazon Rainforest, VeeV donates $1 per bottle sold to Sambazon's Sustainable Acai Project.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
086960	Peychaud's Bitters	449	148 ml	12	88004-19018	$4.95

As one of only two brands of cocktail bitters to survive from pre-prohibition days, Peychaud's is used some of the world's most classic cocktails like the Manhattan, Old Fashioned, and Whiskey Sour. Made right in New Orleans, it's been a legendary favorite since the 1800's.

9) The following new item is in the Distribution Center. This item is a size extension and 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
089831	Sauza Hornitos Reposado Gold Tequila	499	50 ml	120	80686-83504	$2.25

continued…

10) The following repeat One-Time-Only (OTO) “seasonal” craft beers from Pyramid, and Deschutes are available to order from the Distribution Center. Quantities are limited. Please order in full cases only. You are encouraged to keep the beer stocked until it’s gone.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929545	Pyramid Seasonal Craft Beer “Outburst” Imperial IPA 6/pk	097	355 ml	24	76420-91108	$8.94/6pk Or $1.49 each

With big beer taste and massive hop flavor, Outburst lights spring's fuse. Dry-hopped for an extra rejuvenating rush, this imperial IPA causes a thirst-quenching commotion wherever it's poured. Ignite the season with a bang.

Pairings:
Go for the bold! Spicy smoked or grilled meats and sharp cheeses

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
929550	Deschutes – Seasonal Craft Beer “Red Chair” NWPA 6/pk	097	355 ml	24	63176-80001	$7.98/6pk Or $1.33 each

Red Chair NWPA is named after the oldest operating lift at Mt. Bachelor here in Central Oregon. And just as the locals line up for that fabled mountain ride, they flock to our Bend brew pub whenever it goes on tap. One thing we've learned, "when the brew pub talks, listen." For the past two decades, the serious beer fanatics down there seldom miss when we've hit on something truly special.

What makes this copper colored beauty so wildly popular? As a debut Northwest Pale Ale, it's an adventure all its own. It has a plush body with satiny caramel flavors derived from seven varieties of malt. Yet, despite it all, it remains a hop-forward ale with that distinctive citrusy punch. Just minus any mouth-puckering bitterness.

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April 27, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #051

1) A limited number of cases of the following item has 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
043128	Bacardi Light Dry Rum with 50 ml Rock Coconut On-Pack (3 on 6)	300	1.75 L	6	80480-00152	$29.95

2) The following repeat One-Time-Only (OTO) item is in the Distribution Center. All stores received one case of this item. A limited number of cases beyond those being allocated are available in the Distribution Center. If you do not receive an allocation or if you desire more than you are allocated, please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
010831	Crown Royal Black Canadian	110	50 ml	60	82000-00272	$2.25

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May 4, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #054

1) 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 take a marking pen and change all "old" case stock to the new brand code. If there are any issues with this process, you will be alerted in a future Merchandise Bulletin. This item has changed from 80 proof to 81 proof.

OLD BRAND CODE	**NEW BRAND CODE**
022116 – Wild Turkey 80 Proof Bourbon, 750 ml	022121 – Wild Turkey 81 Proof Bourbon, 750ml

2) 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 and the forceout is complete, 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	June Retail
971386	005246	Highland Park Single Malt 12 Year Scotch	750ml	$49.95
973517	015711	Michael Collins Irish	750ml	$26.95
974190	041927	Burnett's Fruit Punch Vodka	750ml	$12.45
974592	004556	The Black Grouse Scotch	750ml	$29.95
974696	034496	Kru 82 Vodka	750ml	$19.95

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May 11, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #058

1) The following brands have been closed out for the following reasons. **You can order these brands until May 31.** Closeout shelf tickets will be sent to you effective June 1, 2011.

		Reason:
015536	Bushmills 10 Year Single Malt Irish, 750ml	Poor Sales
030311	Gordon's Gin, 50ml	Poor Sales
034930	Three Olives Cherry Flavored Vodka, 1.75L	Poor Sales
035176	Vikingfjord Sitrus Vodka, 750ml	Poor Sales
035216	Stolichnaya Blakberi Vodka, 750ml	Poor Sales
035388	Finlandia Tangerine Fusion Vodka, 750ml	Poor Sales
040800	Skyy Infusions Cherry Vodka, 750ml	Poor Sales
040826	Skyy Infusions Ginger Vodka, 750ml	Poor Sales
041066	Koenig Huckleberry Flavored Vodka, 750ml	Poor Sales
041279	Burnett's Grape Vodka, 750ml	Poor Sales
042020	Appleton Estate Reserve Rum, 750ml	Poor Sales
042022	Appleton Estate Reserve Rum, 50ml	One Time Only
054134	Dekuyper Apricot Brandy, 375ml	Poor Sales
056024	Dekuyper Peach Brandy, 375ml	Poor Sales
060055	Club Mudslide Cocktail, 200ml	Poor Sales
063513	Sauza Margarita Cocktail Cube, 1.75L	Poor Sales
063520	Sauza Original Margarita Cocktail, 1.75L	Poor Sales
065015	Galliano L'Autentico Liqueur, 750ml	Poor Sales
069636	Dr. McGillicuddy's Cherry Schnapps, 750ml	Poor Sales
085894	Arrow Triple Sec, 375ml	Poor Sales
086391	Montezuma Triple Sec, 750ml	Poor Sales
089634	Pancho Villa Gold Tequila, 375ml	Poor Sales

2) The following brands have been closed out effective June 1, 2011. You will receive Closeout shelf tickets for June.

035175	Vikingfjord Sitrus Vodka, 50ml	One Time Only
035214	Stolichnaya Blakberi Vodka, 50ml	One Time Only
035389	Finlandia Tangerine Fusion Vodka, 50ml	One Time Only
040801	Skyy Infusions Cherry Vodka, 50ml	One Time Only
040825	Skyy Infusions Ginger Vodka, 50ml	One Time Only
041065	Koenig Huckleberry Flavored Vodka, 50ml	One Time Only
069631	Dr. McGillicuddy's Cherry Schnapps, 50ml	One Time Only
902146	Garlic Lady Bloody Mary Mix, Olives & Green Beans, 1.42L	Holiday 2010 OTO

continued…

3) The following Closeout, Holiday and OTO items will have an additional price reduction effective June 1, 2011. You will receive new shelf tickets for June.

001048	Glenfiddich 12 Year Scotch w/Glass & Diary, 750ml
001798	Gromoff Wooden Tree Ornament w/50ml Vodka
002909	Bailey's Candy Cane 4/pack 50ml each, 200ml
034096	Absolut Kurant Sweden Vodka, 750ml
034262	Finlandia Mango Vodka, 750ml
041576	Monarch Citron Vodka, 750ml
044350	Cherry Jack Cherry Flavored Rum, 750ml
055306	Dekuyper Cherry Brandy, 750ml
063515	Sauza Mango Margarita Cocktail, 1.75L
073586	Dekuyper Hazelnut Liqueur, 750ml
073616	Destinee Tropical Liqueur, 750ml
074472	Hiram Walker Gingerbread Liqueur, 750ml
074476	Hiram Walker Pumpkin Spice Liqueur, 750ml
087406	Jose Cuervo Platino Reserva De La Familia Tequila, 750ml
089210	Cuervo Reserva De La Familia 100% Blue Agave Tequila, 750ml

4) A limited number of cases of the following item has been approved and ordered. When it arrives 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
064776	Cointreau Orange Liqueur with Shaker On-Pack (12 on 12)	450	750ml	12	87236-56510	$36.95

5) 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
058872	Cuervo Authentic Light Lime Margarita	398	1.75L	6	82000-75510	$19.95

Ready to serve, premixed cocktail that combines Jose Gold Tequila with triple sec and natural lime flavors for a classic margarita - only this one has just 100 calories per serving (I won't tell you how many calories a regular Margarita has - let's just say there are more than twice as many in the regular drink). Serve over ice in a salt-rimmed glass, or add ice and blend for a refreshing frozen drink.

continued…

6) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 50ml 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089802	Sauza Blue Reposado Tequila	499	750ml	12	80686-83901	$18.95

The aroma has an intermingling of herbal, pepper, and sweet caramel. Taste is a blend of cooked agave and honey with well-defined wood notes. It is aged in non-toasted, smaller vats (vs. Hornitos). Pot/column distilled, and non-chilled filtration.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040835	Skyy Infusions Dragon Fruit Vodka	290	750ml	12	21059-82750	$19.95

SKYY Infusions® Dragon Fruit has a versatile red berry taste that mixes well with juices, 7UP®/soda, tonic, ginger ale and lemonade.

7) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the 50ml trial size. 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
013042	Collingwood Canadian	111	750ml	6	81128-03406	$31.95

Collingwood, a blend of two whiskies, takes its aging in white oak barrels, but receives a finishing stage in casks made of toasted maple wood. Water for Collingwood is spring water drawn Ontario's Georgian Bay. The whisky is triple distilled. And the new brand is bottled in a unique flask-style bottle with a large "over-cap." The whisky is smooth at 80-proof, and not as rye-centered as other Canadian whiskies. Notes of applesauce, cedar, butterscotch and molasses are in the nose.

continued…

8) The following new item is in the Distribution Center. This item is a size extension and 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
086189	Hiram Walker Triple Sec	455	1.75L	6	89540-37100	$18.95

- Color – Clear
- Nose – Strong, pungent orange; slightly bitter orange peel
- Taste – Sweet orange, citrus
- Finish – Orange, tart and sweet

9) The following newly listed wines are in the Distribution Center. Selected 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
416232	Lindemans Moscato (Australia)	640	750ml	12	12354-00014	$4.99

Peak Drinking: Drink on release to enjoy this wine's fresh fruit flavours.

Grape Variety: Gordo
Maturation: This wine is fermented in stainless steel and cold settled, before being bottled to retain fresh fruit flavours.
Colour: Pale white with a light frizzante.
Nose: The bouquet is fresh and lively with ripe grape and spice aromas. Riper tropical notes of paw-paw are also evident.
Palate: The palate shows fleshy grape flavours at the front, with peach and ripe pear nuances, finishing with balanced crisp acidity and zest.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902161	Maryhill Winemakers Red Blend (WA)	859	750ml	12	06648-10219	$10.99

Year after year our Winemaker's Red is often the first Maryhill wine a person will experience. What a place to begin! Easy drinking with notes of complexity that make this wine a favorite of many. The characteristic carameled cherries and smoke on the nose will delight "WMR" fans and entice first timers. On the palate black pepper and nutmeg lead to Cherries and cane berries and oak. The finish is clean and leaves you craving more. Pair with just about anything or sip daily (for your health of course). Cheers!

ma

May 18, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #061

1) The following items will be on TPR in June. You will not receive TPR shelf tickets for June. Please make June TPR shelf tickets for these items.

092670, O'Mara's Caramel Irish Cream –Wine Base, 750 ml
Regular Retail - $9.99
TPR Retail - $7.99
Savings - $2.00

092674, O'Mara's Irish Country Cream –Wine Base, 750 ml
Regular Retail - $9.99
TPR Retail - $7.99
Savings - $2.00

2) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 50ml 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
027475	Bird Dog Blackberry Whiskey	199	750 ml	12	12459-01022	$21.95

Blackberry-flavored whiskey produced in Bowling Green, Kentucky. A Gold Medal Award winner at the 2010 San Francisco World Spirits Competition in the, still relatively small, category of 'Flavored Whiskey.' Serve straight up or over ice.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035543	Ketel One Oranje Vodka	265	750 ml	12	85156-47500	$28.95

Ketel One Vodka is infused with the all-natural essence of a select combination of Mandarin oranges from Italy and Valencia oranges from Florida and Brazil. This creates a unique taste profile defined by fresh orange zest, bright, juicy orange and hints of warm spice. Mix 1 ¼ ounce Ketel One Oranje Vodka with 3 ounces fresh orange juice in a rocks glass with ice, top with club soda or lemon-lime soda, stir and garnish with an orange slice for a 'Ketel One Oranje Fizz.'

continued…

3) The following new item is in the Distribution Center. Selected stores received one case of this item. If available, stores may receive the 50ml trial size. Stores and contract liquor stores not receiving an allocation may place an order in the normal manner. Split case available.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
003038	Comandon VS Cognac	351	750 ml	12	36040-51715	$36.85

Buttery aromas of sautéed pears, caramel, leather, and peppery spice follow through on a soft, silky entry to a dry-yet-fruity medium-to-full body with raisin chutney and peppery spice notes. Finishes with a long, mineral and oak spice fade. Very flavorful and balanced.

International Review of Spirits Award: Silver Medal

Rating: 89 points (Highly Recommended)
Alcohol By Volume: 40.0%
Category: Cognac Three Star, Brandy

4) The following new item is in the Distribution Center. This item is a size extension and 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
064868	Fireball Cinnamon Whiskey	401	1.75 L	6	88004-00928	$39.95

A cinnamon Canadian whisky formerly Dr McGillicuddy's Fireball, now just FIREBALL CINNAMON WHISKY, same company, same great whisky - starts with the unmistakable taste of cinnamon and ends with a feisty kick of whisky. It is great as a shot, on the rocks, with cola or cranberry juice or in one's own creation.

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May 25, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #069

1) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the 50ml 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042687	Malibu Black Coconut 70 Proof Flavored Rum	320	750 ml	12	89540-52010	$19.95

Coconut-flavored rum imported from the Caribbean. Higher proof (70) and less sweet than regular Malibu. Aromas and flavors of bold rum with a hint of coconut and vanilla.
Mix with cola for a 'Black & Cola.'

lt

June 1, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #071

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 and the forceout is complete, 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	June Retail
973354	064827	Domaine de Canton Ginger Liqueur (was OTO)	750ml	$34.95
974583	004367	The Balvenie Caribbean Cask Single Malt 14 Year Scotch	750ml	$64.95
974716	035780	Pinnacle Cake Flavored Vodka	750ml	$15.95

2) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 50ml 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
015711	Michael Collins Irish Whiskey	120	750ml	6	83089-62200	$26.95

A flavorful, easy drinking blend that can be enjoyed neat, on the rocks or in a variety of premium cocktails. The nose has aromas of honey, citrus and malt. Full, clean taste delicately balanced between honey sweet, citrus and malt flavors, with a fresh oak finish. New package which honors the whiskey tradition tells the rich story of Michael Collins and highlights the distinct characteristics of the whiskey.

continued…

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
086670	Jack Daniel’s Tennessee Honey Whiskey	401	750ml	12	82184-00033	$24.95

Honey-flavored Jack Daniel's Tennessee whiskey. Aromas of natural honey-comb, sweet molasses and roasted nuts. Flavors of Jack Daniel's whiskey laced with honey-comb, toasted nuts with hints of molasses, chocolate and pralines. Lower proof (70) and sweeter than regular JD. According to About.com 'Tennessee Honey is the perfect marriage of true honey flavor and the rich, authentic taste of Jack Daniel's and will appeal to both whiskey aficionados and those new to the world of whiskey.' Mix with iced tea or lemonade for a refreshing summer drink.

3) The following new item is in the Distribution Center. This item is a size extension and selected 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
034160	Belvedere Vodka	260	1.75L	3	87116-06973	$54.95

Imported from Poland, Belvedere is made from 100% Polish rye, distilled 4 times and charcoal filtered. It is made in a tradition that dates back over 500 years (the Polish invented vodka). The bottle is finished with a cork and features the Belvedere House which is the Polish equivalent to the White House. It has a distinct flavor of rye, is creamy smooth and has a clean finish.

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June 8, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #075

1) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 50ml 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
019112	Jim Beam Devil's Cut Kentucky Straight Bourbon	151	750ml	12	80686-00501	$26.95

Kentucky straight bourbon. 'Devil's Cut' plays off the notion of 'angel's share,' referring to the bourbon lost to evaporation during aging. A portion of the bourbon aging in barrels gets trapped in the wood, that's what Beam calls the Devils Cut. This portion of the bourbon has rich oak and vanilla flavors. Beam's distillers have found a way to extract this premium bourbon from the barrel wood producing a bolder, darker bourbon with a slightly higher proof (90 as opposed to Jim Beam's 80). Serve straight in a whiskey tasting glass or over ice.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
033966	Absolut Orient Apple Vodka	265	750ml	12	35229-00080	$23.95

Premium Swedish vodka with natural apple and ginger flavors. A mix of red, green, and golden apples with exotic, Asian ginger. The same flavor profile as Absolut Brooklyn. Unique bottle that when filled, the apple appears to be floating. Just add cranberry juice or mix 1 ½ parts Absolut Orient Apple with ½ part banana rum in a rocks glass over ice, fill with orange juice, and garnish with an orange twist for an 'Absolut Rising Sun.

continued…

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
034496	Kru 82 Vodka	255	750ml	6	12459-01025	$19.95

This high quality wheat vodka from Holland is distilled in a continuous still, delivering a delicate rounded flavor and body. The nose reveals light powdered sugar and citrus notes. The flavor begins with a custard-like pastry note, melding with citrus and a spice finish so light it cannot be named.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035766	Three Olives Dude Lemon Lime Flavored Vodka	265	750ml	12	11538-01559	$19.95

Ultra-premium imported vodka distilled in England. Handcrafted in small batches using a 300-year-old recipe that calls for the finest English wheat. Triple-distilled and triple-charcoal filtered to remove impurities. Three Olives Dude is a fusion of this imported vodka and the zingy taste of lemon and lime. Mix 1 part Dude with 1 part Apple Pucker and 1 part lemonade, chill and serve straight, for an 'Antifreeze' cocktail.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
043163	Bacardi Arctic Grape Rum	345	750ml	12	80480-40171	$16.95

Flavored rum imported from Puerto Rico. Made from the Arctic berry, also known as the Lingon berry, that is native to the Arctic Tundra throughout the Northern Hemisphere from Eura-sia to North America. Offers aromas of chilled refreshing white grapes along with exotic tart aromas of Arctic berries. Displays unique bold flavors of white grape with essences of Arctic berries. Mix with lemon-lime soda for a cool, refreshing summer cocktail.

continued…

2) 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
057031	Bacardi Classic Hand-Shaken Daiquiri Cocktail	398	1.75 L	6	80480-00213	$24.95

Since July 19 is National Daiquiri Day, there is no better time to lose the blender and enjoy the Hand-Shaken Daiquiri – a modern classic.

3) The following new item is in the Distribution Center. This item is a size extension and 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
088015	Lunazul Blanco Tequila	498	1.75L	6	96749-90854	$39.95

Lunazul Tequila Blanco is 100% Blue Agave Tequila produced at Tierra de Agaves. Lunazul Blanco has a spicy nose and hints of hot pepper combined with a very smooth mint eucalyptus freshness.

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June 15, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #078

1) For the month of July 2011 we will be mailing out a full run of shelf tickets. This is normally done at this time each year so that old or worn tickets can be replaced and to ensure that each retail outlet has the most current shelf tickets. There will be a large number of closeout tickets. Some are old OTO's and Holiday OTO's with reduced retails. And some are old closeouts with additional price reductions.

2) The following brands have been delisted by the Board effective September 1, 2011. You can order these brands until the end of July. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

035047 Three Olives Watermelon Flavored Vodka, 750ml
035147 Three Olives Mango Flavored Vodka, 750ml
040806 Skyy Infusions Grape Vodka, 750ml
041271 Burnett's Blueberry Vodka, 750ml
042723 Malibu Island Melon Flavored Rum, 750ml
043020 Whaler's Vanille Flavored Rum, 750ml
043060 Bacardi Grand Melon Rum, 750ml
056835 Bacardi Raspberry Mojito Cocktail, 1.75L
060049 Club Extra Dry Gin Martini, 200ml
067193 X-Rated Fusion Liqueur, 375ml

3) The following new items are in the Distribution Center. All stores received one case of these items. If available, stores may receive the 50ml 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
004556	The Black Grouse Scotch	101	750ml	12	87236-40042	$29.95

The Black Grouse is a woodier spin on The Famous Grouse. It's made primarily of Highland Park and Macallan whiskys. And with The Black Grouse, things take a deeper, darker turn. The nose indicates quite clearly that you're getting into peat territory its smokiness lingering in the nostrils as it plays on the tongue as well.

continued…

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041927	Burnett's Fruit Punch Vodka	290	750ml	12	96749-20175	$12.45

Fruit Punch flavored vodka made in the U.S. Quadruple distilled and triple charcoal filtered (for smoothness). Lasting aromas. Flavors of tart, fruits. Extended finish.

4) 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
902159	Garlic Lady Columbia Gorge Cocktail Onions	090	237ml	12	82712-00088	$6.49

Our top of the line naturally sweet pearl onion is harvested at the height of flavorful perfection and quickly plunged into our secret brine. Serve right out of the jar, in salads, in your favorite drink, as an appetizer or in your favorite recipe. Use the juice in the brine as a mouthwatering addition to meal prepartion or drinks. Gluten Free.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
902160	Garlic Lady Traditional Martini Olives	090	237ml	12	82712-00084	$6.49

Sicilian Olive stuffed with Pimento soaking in Vermouth.

5) The following new item is in the Distribution Center. Selected stores received one case of this item. 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
005246	Highland Park Single Malt 12 Year Scotch	100	750ml	6	87236-40009	$49.95

Single Malt Scotch imported from the Orkney Islands of Scotland - one of two northernmost distilleries in the country. 'Buying Guide to Spirits' gives it 96 points and says, 'A rich, full-bodied malt...that displays peaty richness and sea salt notes through the finish.' Paul Pacult's 'Kindred Spirits' takes it a step further and claims, Highland Park 12 Year, 'one of my top ten malts without any hesitation...a genuinely great single-malt experience.' He gives it Highest Recommendation status and gives it ***** (his highest rating).

6) The following new item is in the Distribution Center. This item is a size extension and 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
058801	Captain Morgan Long Island Iced Tea	396	1.75L	6	82000-74350	$21.95

Ready-to-serve Long Island Iced Tea from Captain Morgan. A refreshing mix made with Rum, Vodka, Tequila, Gin and Triple Sec. Just pour over ice.

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June 22, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #081

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 and the forceout is complete, 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	July Retail
973239	028698	Monopolowa Vienna Dry Gin	750ml	$16.95
974198	035864	Ebb+Flow Vodka	750ml	$32.00

2) The following new item is in the Distribution Center. All stores received one case of this item. If available, stores may receive the 50ml 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
038002	Smirnoff Coconut Vodka	290	750ml	12	82000-75562	$15.95

Smirnoff coconut flavored vodka is clear, medium-to full-bodied, dry, full, bold texture. Smoky sensation on the palate is followed by a burst of rich coconut flavor. Impeccable structure is evidenced by the long, silky finish.

continued…

3) The following new items are in the Distribution Center. Selected stores received one case of these items. If available, stores may receive the 50ml 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035759	Chopin Rye Vodka	260	750ml	6	52935-00108	$34.95

Chopin Rye is produced from the finest golden rye naturally grown in the fertile Podlasie countryside in eastern Poland. The family-owned company relies on a traditional copper still and a simple, centuries-old process, distilling its vodka four times to produce an authentic spirit of superior quality and taste. The result is rye vodka that is extraordinarily silky, with a rich, balanced finish and a lively hint of spice. Like its potato counterpart, it is excellent in cocktails and unsurpassed served neat.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
087150	Avion Silver Tequila	498	750ml	6	36040-51934	$44.95

The secret behind the exceptionally smooth taste profile of Tequila Avión begins with slow roasting the agave in traditional brick ovens followed by our unique small batch distillation process and culminates with a proprietary filtering method coined ‘ultra slow filtration’ during which the robust flavors become firmly set to the Tequila Avion Master Distiller’s specifications at an exact moment in time. We call this the "moment of elevation". Avion Silver Tequila is soft and smooth tequila with more vanilla and minerality than most blancos.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
089029	Avion Anejo Tequila	499	750ml	6	36040-51930	$54.95

Avion Anejo Tequila is aged 2 years, with hints of vanilla, caramel, coconut and maple, intense tones of roasted agave, delicate tinges of mint and rosemary, fruity aromas of peach and cherry. It is extraordinarily harmonious, rich and exquisite.

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June 29, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #083

1) The following closeout brand has been relisted effective July 1, 2011. You have received a white July shelf ticket with a retail of $6.90.

086391 Montezuma Triple Sec, 750ml

2) 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035780	Pinnacle Cake Flavored Vodka	265	750ml	12	89708-45845	$15.95

Cake-flavored, handcrafted, small batch vodka imported from France. Cake, cupcakes, and other desserts have become increasingly popular in all food and beverage categories. Mix 2 oz Pinnacle Cake with 2 oz of milk and a splash of Coconut Jack Rum shake with ice and strain into a chilled martini glass for a 'Coconut Cake.'

3) The following new items are in the Distribution Center. This is a size extension and is 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
035289	Pinnacle Vodka Traveler	260	750ml	12	89708-46543	$10.95
035777	Pinnacle Whipped Cream Flavored Vodka Traveler	265	750ml	12	89708-46071	$15.95

continued…

4) The following new item is in the Distribution Center. This item is a size extension and selected 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
089644	Patron Anejo 100% Agave Tequila	499	375ml	12	21733-00096	$29.95

Pale straw colour with a water-like hue. The aromas are relatively subdued, revealing subtle notes of charry vanillan oak, liquorice, old tobacco and clay. The full bodied palate is exceptionally smooth offering flavours of sweet spice, baked citrus and a hint of peppermint. Very gently warming. The aftertaste fades a little too quickly, becoming dry with very subtle flavours of liquorice, spice and cedary oak. Smooth, soft and light. 40% Alc./Vol. Sold in a one-of-a-kind hand-blown bottle which is numbered and signed by a craftsman.

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July 6, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #085

1) The following new item is in the Distribution Center. Selected 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035864	Ebb + Flow Vodka	285	750ml	6	62425-01978	$32.00

Ebb + Flow Vodka is a single malt vodka made from 100% Washington Palouse Malted Barley that has notes of vanilla and just a hint of natural sweetness

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July 13, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #087

1) The following closeout brand has been relisted effective August 1, 2011. You will receive a new shelf ticket for August. The August retail will remain at $14.95. The retail will go back up September 1 to $19.95.

041066 Koenig Huckleberry Flavored Vodka, 750ml

2) The following brand has been discontinued effective August 1, 2011. You will receive a discontinued shelf ticket for August.

		Reason:
066033	Navan Vanilla Cognac Liqueur, 750ml	Discontinued by Supplier

3) The following OTO item will have a price reduction effective August 1, 2011. You will receive a new shelf ticket for August.

027558 Golden Samish Bay Whiskey, 750ml

4) 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035650	Eristoff Vodka	260	750ml	12	80480-29602	$15.95

Vodka imported from the North West Region of the European country of Georgia, otherwise known as the 'land of the wolf.' First created in 1806 for Prince Eristoff. Made from 100% pure grain, triple distilled and filtered through hardwood charcoal for smoothness. Clean tasting with a slight hint of licorice and green apple and a smooth creamy aftertaste. Use in your favorite vodka cocktail.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035652	Eristoff Black Vodka	265	750ml	12	80480-29608	$15.95

Eristoff Black is named after its rich, dark color and tastes of wild berries. The main aroma in this blend is black current and assorted other berries. Mix with Coke for a 'Black Wolf' or with coffee liqueur and Coke for a bit of 'Black Magic.' (Note: due to its viscosity, Eristoff Black will float above mixers like tonic or lemonade, creating a two-colored, layered cocktail.)

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035655	Eristoff Red Vodka	265	750ml	12	80480-29605	$15.95

Eristoff Red is named after its bright red color and tastes of sweet sloe berries (also found in sloe gin) and raspberry. Mix with Coke for a 'Red Wolf' or with hazelnut liqueur for a 'PB&J.'

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040841	Pucker Cherry Flavored Vodka	290	750ml	12	80686-11905	$18.95

Domestic cherry-flavored vodka from the makers of DeKuyper Pucker cordials and schnapps. Bold, four-times distilled vodka with all natural flavors. Tangy, deep cherry bite with a touch of berries.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040845	Pucker Citrus Flavored Vodka	290	750ml	12	80686-11913	$18.95

Aromas and flavors of just-squeezed, juicy orange with a tangerine burst.

continued…

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040849	Pucker Grape Flavored Vodka	290	750ml	12	80686-11909	$18.95

Bold, four-times distilled vodka with all natural flavors. Flavors of fresh sweet concord grapes.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040853	Pucker Sour Apple Flavored Vodka	290	750ml	12	80686-11901	$18.95

Bold, four-times distilled vodka with all natural flavors. Flavors of crisp and tart Granny Smith apples.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
041991	Firefly Skinny Tea Vodka	290	750ml	12	97291-00013	$22.95

Co-founder Scott Newitt wanted to satisfy our fan's requests and Skinny Tea delivers. Newitt tells us, "Firefly Skinny Tea is our original sweet tea flavored vodka, minus the sugar. It is still infused with South Carolina tea but the difference is in the sweetener. Our Skinny Tea is made with Truvia™, created from Stevia, an herb that is naturally sweet and sugar free." He adds, "The Skinny Tea will appeal to consumers, especially women, who still want the great taste of the original Firefly Sweet Tea, but with fewer calories and no carbs. It's refreshing and delicious yet still packs a little punch. We recommend enjoying it with water, sugar-free juices or mixers for a lighter cocktail experience."

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
059046	Cuervo Light Lime Margarita Mix	999	1.75 L	6	82000-75514	$5.95

Ready to serve, premixed cocktail that combines Jose Gold Tequila with triple sec and natural lime flavors for a classic margarita - only this one has just 100 calories per serving (I won't tell you how many calories a regular Margarita has - let's just say there are more than twice as many in the regular drink). Serve over ice in a salt-rimmed glass, or add ice and blend for a refreshing frozen drink.

5) The following new item is in the Distribution Center. This item is a size extension and 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
035737	Pinnacle Whipped Cream Flavored Vodka	265	375 ml	12	89708-46078	$8.95

Whipped cream-flavored vodka imported from France. Handcrafted in small batches and quadruple distilled with spring water from the Champagne region of France. The time-honored recipe has been handed down from generation to generation. Pinnacle Whipped Cream is a light, sweet combination of vanilla and cream. Mix 2 oz. Pinnacle Whipped Flavored Vodka with 4 oz. of ginger ale for a 'Whipped Cream Soda.'

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July 20, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #090

1) The following brands have been delisted by the Board effective October 1, 2011. You can order these brands until inventory is gone or the end of August. Once stock is depleted from the Distribution Center, you may use the special order process to obtain these items.

066800 Soho Lychee Liqueur, 750ml
087635 El Zacatecano Blanco Mezcal, 750ml
089456 El Zacatecano Reposado Mezcal, 750ml
416715 Los Vascos Cabernet Sauvignon - Chile, 750ml
423710 Santa Rita Carmenere 120 - Chile, 750ml
457713 Corbett Canyon CA Merlot, 1.5L
513505 Sutter Home Merlot CA, 1.5L
537025 Dancing Bull Zinfandel CA, 750ml
633784 Fetzer Valley Oaks Chardonnay CA, 750ml
894417 Stirrings Pomegranate Mixer, 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
004716	Chivas Regal 12 Year Scotch with Gift Tin On-Pack (12 on 12)	101	750ml	12	80432-40039	$32.95
047786	Courvoisier VS Cognac with 50ml Courvoisier Rosé Cognac On-Pack (12 on 12)	351	750ml	12	80686-96104	$29.95
048106	Hennessy VS Cognac with Artistry by KAWS Label (12 on 12)	351	750ml	12	88110-01505	$32.95

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July 27, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #093

1) 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
034030	Absolut Citron Sweden Vodka with Glimmer Label On-Pack (12 on 12)	265	750ml	12	35229-00130	$21.95

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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
074763	Tequila Rose Hot Rose Liqueur	449	750ml	12	85592-14355	$19.95

Tastes similar to Red Hots with a creamy fruit feel initially on the palate followed by a nice smooth and spicy finish consumers are looking for (spicy cinnamon cream liqueur).

Oatmeal Cookie recipe
1 oz Hot Rose
1 oz Butterscotch Schnapps
Serve as a chilled shot.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
065229	Hpnotiq Harmonie Liqueur	449	750ml	6	96749-00314	$29.95

Harmonie is a liqueur which infuses premium French Vodka, natural fruits, flowers, and Cognac. Its vibrant, violet color and refreshing blend of infused berries, violets, lavender and premium spirits make any occasion more fabulous. Can be served straight, on the rocks or mixed.

3) The following new item is in the Distribution Center. Selected 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 CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
064827	Domaine De Canton Ginger Liqueur	449	750ml	6	36040-01848	$34.95

Domaine de Canton is a French ginger liqueur comprised of eau-de-vie and VSOP and XO Grande Champagne Cognacs, which themselves are produced using fresh Tahitian vanilla beans, Provencal honey and Tunisian ginseng – creating a fresh and all natural liqueur. The ginger comes from fresh, rare baby Vietnamese ginger and adds a wonderful flavor profile to this unique distilled spirit. Together, these carefully blended ingredients create an intense and complex taste.

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August 4, 2011

TO: ALL STORES AND CONTRACT LIQUOR STORES

FROM: Steve Burnell, Marketing Manager

SUBJECT: Merchandise Bulletin #097

1) The following restricted item has been changed to a regular listing. Please order in the normal manner. Please order in full cases only.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035690	Three Olives Bubble Fruit Flavored Vodka	265	750ml	6	11538-01540	$19.95

2) The following closeout brand has been relisted as an "S" code effective August 1, 2011. You received a new shelf ticket for August.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
040800	Skyy Infusions Cherry Vodka	290	750ml	12	21059-65750	$16.95

3) 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 and the forceout is complete, 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	August Retail
963413	041748	Smirnoff Citrus Vodka	1.75L	$29.95
966549	021376	Sam Houston American Straight Whiskey	750ml	$28.95
969507	042983	Zaya 12 Year Rum	750ml	$34.95
973959	034092	Belvedere Pink Grapefruit Vodka	750ml	$29.95
974684	068171	Coole Swan Dairy Cream Liqueur	750ml	$34.95

continued…

4) 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 CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
012856	Rich & Rare Reserve Canadian	111	750ml	6	88004-00858	$15.95

Distilled in Canada in small batches and aged in handpicked oak barrels. Robust yet smooth flavor. Custom bottle with rye grain embossing.

Stores please use the following link to access a printable sell sheet for this product.
Rich and Rare Canadian Reserve

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
028698	Monopolowa Vienna Dry Gin	200	750ml	12	86208-36114	$16.95

J.A. Baczewski's secret recipe uses only the heart of the potato distillate to produce this unique gin. The finest, exclusively-sourced botanicals are then distilled to their essence and combined with the potato alcohol. The result is a triple-distilled, botanical infused, premium strength, full-bodied gin.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
035785	Cupcake Original Vodka	285	750ml	12	81308-00177	$19.95

Natural ingredients are used and special attention is paid to each step of the process. Using natural flavors and the finest American grains it's distilled six times and is driven home through charcoal filteration. Cupcake vodkas are cut with filtered water from the Sierra Nevada Mountains and
the result is smooth and rewarding. The grain character shows immediately in the nose and on the palate: crisp cleanliness as well as a soft, grainy counterpoint to the texture. The nose is very clean; the palate is middleweight, while the finish is lingering with gentle mineral flavors.

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042034	Cupcake Lemon Chiffon Vodka	290	750ml	12	81308-00178	$19.95

The lemon notes in the nose are very bright and compelling, like fresh lemon pie filling topped with lemon zest; the mouth retains the clean, gentle, mineral flavors of Cupcake Original Vodka.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042035	Cupcake Vanilla Frosting Vodka	290	750ml	12	81308-00180	$19.95

Fun and frothy vanillin aromas and flavors that perfectly capture the enticing character of white frosting. Despite the sweet and engaging nose, the true quality of Cupcake Vodka comes through: velvety, soft, mineral and gentle citrus notes.

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
042036	Cupcake Devil's Food Chocolate Vodka	290	750ml	12	81308-00179	$19.95

A blend of dark and bittersweet chocolate. The nose is intense, even powerful, while the mouth balances the richness and weight of chocolate against the subtle tree fruit and citrus characters of the Original Cupcake Vodka for a clean and smooth finish.

Stores please use the following link to access a printable sell sheet for the Cupcake Vodkas.
Cupcake Vodkas

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BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
082456	Blackmaker Root Beer Liqueur	490	750ml	12	89708-61950	$19.95

Blackmaker is 70 proof. Blackmaker is a high proof schnapps, super smooth and extremely mixable.

Dr. Blackmaker:
1 Part Blackmaker Root Beer Liqueur
1 Part Jagermeister Herbal Liqueur
Serve over ice and garnish with a cherry

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

BRAND CODE	DESCRIPTION	LIQUOR TYPE CODE #	SIZE	UNITS/ CASE	UPC #	RETAIL PRICE
895505	Vibe Cocktail Natural Agave Spicy Margarita Mix	999	946 ml	12	82712-00108	$7.30

Vibe All Natural Spicy Margarita Mix is a special combination of lime juice, lemon juice and organic hot peppers raised in the mountains of Peru combined with Organic Agave Nectar.

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

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