



ABD News

Volume 07 Issue 2

February 2007

www.IowaABD.com

Lynn M. Walding, Administrator

Liquor Sales Continue Increase

Through six months of Fiscal Year 2007, which began July 1, 2006, the Iowa Alcoholic Beverages Division has reported liquor sales of \$92,294,502 at wholesale – a 10.84% increase over the same period of last year. On December 18, the Monday before Christmas, the Division set an all-time single-day record with sales of \$1,963,450.68. The table below shows the top 10 best-selling products in 2006.

Rank	Product	% of Total Sales
1	Black Velvet Canadian Whiskey	6.79%
2	Hawkeye Vodka	5.08%
3	Captain Morgan Original Spiced Rum	4.96%
4	Five O'Clock Vodka	2.47%
5	Jack Daniel's Tennessee Whiskey	2.38%
6	Bacardi Puerto Rican Rum	2.35%
7	Smirnoff Vodka	2.14%
8	McCormick Vodka	1.88%
9	Jagermeister	1.86%
10	Barton Vodka	1.85%

Fax Order Forms

The Iowa Alcoholic Beverages Division would like to remind customers who fax their weekly orders that they are required to use the Division's standard fax order forms. The forms, which are designed to reduce ordering errors, can be downloaded from the Division's web site at www.IowaABD.com.

Product Return Policy

The Iowa Alcoholic Beverages Division would like to remind customers that broken or unsaleable products are to be returned to the Division with the state drivers on the next scheduled delivery date. Any unsaleable products should be set aside in their original boxes prior to the driver's arrival the following week. Customers are urged to consult their drivers with questions regarding the Division's unsaleable product return policy, or contact the Division's Order Entry Section at 866.IowaABD (866.469.2223), Option 1.

ORDER ENTRY

8:00 AM – 4:30 PM
Local: 281.7422
Toll Free: 866.IowaABD
(866.469.2223)

WAREHOUSE PICKUP

Mon. – Thurs. 8:00 AM – 1:00 PM
Pick up orders by 4:30 PM
(Friday by 3:30 PM)
Will-Call: 515.281.7470

FAX ORDERS

8:00 AM – 2:00 PM
Products Fax: 515.281.7385
Toll Free Fax: 877.891.5348

Promotions

Glazer's

4377 – 112th Street
Urbandale, IA 50322
Phone: 515.252.7173
Fax: 515.252.8681

All purchases must be on one invoice. Please present a copy of the invoices to your Glazer's PINNACLE Division Sales Representative or fax them to Mace Ishida at 515.252.8681.

Captain Morgan Original Spiced, Private Stock, Tattoo, Silver, All Parrot Bay Flavors & Myers's Rums – All Sizes – Liters outlined below

- Purchase 10 cases (NO LITERS) and receive a \$25 gift check.
- Purchase 15 cases (2 cases can be Liters) and receive a \$40 gift check.
- Purchase 30 cases (5 cases can be Liters) and receive a \$100 gift check.
- Purchase 70 cases (12 cases can be Liters) and receive a \$300 gift check.
- Purchase 120 cases (20 cases can be Liters) and receive a \$600 gift check.

Baileys Irish Cream, Bushmills and Black Bush: 750ml, Liters (as outlined), 1.75L and Minis (4pks) – \$9 per case SPA on Baileys 750ml and Bushmills 750ml

- Purchase 3 cases (Liters Excluded) and receive a \$30 gift check.
- Purchase 5 cases (1 case can be Liters) and receive a \$60 gift check.
- Purchase 7 cases (3 cases can be Liters) and receive a \$100 gift check.

Tanqueray, Tanqueray #10 & Ciroc – 750ml, Liters (as outlined) & 1.75L

- Purchase 4 cases (1 case can be Liters) and receive a \$50 gift check.
- Purchase 7 cases (2 cases can be Liters) and receive a \$100 gift check.

High Energy Portfolio: Rumble Minze, Black Haus, Yukon Jack, Yukon Jack Perma Frost, Goldschlager, Romana Sambuca and Romana Black

Purchase 5 cases (Maximum 2 cases of Liters) and receive a \$50 gift check (2 cases of Goldschlager 375mls count as one case).

Godiva Liqueur and Godiva White Chocolate Liqueur

- Purchase 1 case and receive a \$10 gift check.
- Purchase 2 cases and receive a \$25 gift check.
- Purchase 3 cases and receive a \$50 gift check.

Diageo's North American Whiskeys: Mix & Match Crown Royal, Crown Royal Special Reserve, VO, Seagram's 7 & Bulleit Bourbon – 750ml & 1.75L (Liters Excluded)

\$7.80 SPA per case on 750mls of VO (11346)

- Purchase 5 cases and receive a \$35 gift check. Minimum of 1 case must be Crown Royal.
- Purchase 10 cases and receive a \$80 gift check. Minimum of 2 cases must be Crown Royal.
- Purchase 25 cases and receive a \$225 gift check. Minimum of 5 cases must be Crown Royal.
- Purchase 35 cases and receive a \$325 gift check. Minimum of 9 cases must be Crown Royal.

Paramount Distillers

3103 NW 15th Street
Ankeny, IA 50023
Phone: 515.289.0606
Fax: 515.289.0848

All purchases must be on one invoice in February. A copy of the invoice is required for payment. Contact your local Paramount Distillers Representative or send it to Paramount Distillers, attention Denny Mayher, at the address above.

Christian Brothers Brandy and Christian Brothers VSOP Brandy – 750ml, 750ml traveler, 1L & 1.75L

Mix & Match 12 cases and receive a \$50 America Express Check. (One of 12 cases purchased must be a Christian Brothers VSOP 750ml.) Cases must be displayed and a copy of the invoice is required for payment. Christian Brothers VS Brandy 750ml is on TPR during February at \$6 off per case. Christian Brothers VSOP Brandy 750ml is on TPR during February at \$8 off per case.

Spirited Brands of Iowa

465 South 46th St
West Des Moines, IA 50265
Phone: 515.457.7200
Fax: 515.457.8766

Fax a copy of the invoice or mail a copy to the above address, attention Don Wackerly. Products must be purchased on one invoice and all invoices must be submitted by March 15, 2007, for payment.

Hawkeye Products 1.75L – All types

- Purchase 25 cases and receive a \$50 gift check.
- Purchase 50 cases and receive a \$150 gift check.
- Purchase 100 cases and receive a \$500 gift check.

Johnson Brothers of Iowa

2515 Dean Ave.
Des Moines, IA 50317
Phone: 515.262.1199
Fax: 515.262.0845

The following promotions are offered during the month of February. Purchases must be made on one invoice. Please send copies of your invoice to Cory Meiners at the address above.

Gift Pack Special

Mix & Match 1 case (6 bottles) between Michael Collins Irish Whiskey Glass Set (1293) and Corazon Blanco Tequila Wood Box (3570) and receive a \$25 gift check.

Phillips Vodka, Gin, Rum 1.75L

- Purchase 25 cases of 1.75L Phillips Vodka (37348), Gin (31718) and/or Rum (45418) and receive a \$25 gift check in addition to a \$3 SPA in February.
- Purchase 50 cases of 1.75L Phillips Vodka (37348), Gin (31718) and/or Rum (45418) and receive a \$100 gift check in addition to a \$3 SPA in February.

Canadian Mist 1.75L

Mix & Match 10 cases of Canadian Mist 750ml (12466), 750ml traveler (12476) and/or 1.75L (12478) and receive a \$90 gift check.

Jack Daniel's 750's & 1.75L

Purchase 7 cases of Jack Daniel's 750ml and/or 1.75 L and receive a \$50 gift check.

Southern Comfort 70/100 proof

Mix & Match 7 cases of Southern Comfort 750ml and 1.75L (either 70 or 100 proof) and receive a \$50 gift check.

Canadian Reserve 1.75L

Purchase 10 cases of Canadian Reserve 1.75L (13038) and receive a \$30 gift check in addition to a \$3 SPA in February.

Destinee 750ml

Purchase 3 cases Destinee 750ml (73616) and receive a \$15 gift check in addition to a \$6 SPA in February.

Kapali 750ml

Purchase 3 cases of Kapali 750ml (67586) and receive a \$15 gift check in addition to a \$10 SPA in February.

Mancini Cocktails 750ml

Mix & Match 3 cases of Mancini Apple (34619), Cosmo (34589) or Tropical (34529) and receive an \$18 gift check in addition to a \$6 SPA in February.

Pinnacle Vodka 1.75L

Purchase 3 cases of Pinnacle Vodka 1.75L (34578) and receive a \$15 gift check.

Three Olives Vodka 1.75L

Purchase 3 cases of Three Olives Vodka 1.75L (934919) and receive an \$18 gift check in addition to a \$6 SPA in February.

Hawkeye Wine & Spirits

3100 Justin Drive, Suite F
Urbandale, IA 50322
Phone: 515.252.1665
Fax: 515.252.1708

HWS offers the following promotions during the month of February. Promotions are limited to one per account. All purchases MUST be made on one invoice, cases MUST be on display and invoices MUST be at our office by March 15, 2007, for payment. Fax or send a copy of your invoice to the address above.

Knob Creek 750ml

Purchase 2 cases (12 bottles per case) of Knob Creek 750ml and receive a \$25 gift check.

VOX Vodka 750ml

Purchase 2 cases (12 bottles per case) of VOX Vodka 750ml and receive a \$25 gift check.

Starbucks Coffee or Cream Liqueurs

Purchase 3 cases of Starbucks™ Coffee Liqueur or Cream Liqueur and receive an In-Store Tasting & Display Rack.

Jim Beam Black 750ml

Purchase 3 cases of Jim Beam Black 750ml and receive a \$50 gift check.

Kessler

Purchase 25 cases and receive an official wooden cabinet dart board.

Chi-Chi's Cocktails

- Purchase 10 cases of Chi-Chi's Cocktails and receive an inflatable couch.
- Purchase 25 cases of Chi-Chi's Cocktails (3 cases must be the new Pomegranate flavor) and receive a portable DVD player or XM Radio.

Bacardi RTDs

- Purchase 10 cases of Bacardi RTDs and receive a \$50 gift check.
- Purchase 20 cases of Bacardi RTDs and receive a \$125 gift check.

Balvenie & Glenfiddich

Purchase a 12-bottle mix and receive a \$25 gift check.

Hendricks Gin

Purchase 1 case (6 bottles) and receive a \$25 gift check.

Sailor Jerry 750ml & 1L

Purchase 2 cases and receive a \$25 gift check.

Display Racks Available

Display Racks available for Bacardi Flavored Rums, Bacardi Party Drinks, Bombay Sapphire, DeKuyper, Dewar's, Jim Beam Black, Jim Beam Racing, Ketel One, Knob Creek, Malibu, Starbucks™ Coffee Liqueur & Stoli.

Glassware Available

Ask your sales representative about **Glassware** available – Kahlua Martini Glasses, Kahlua Tall Glasses, Malibu Acrylic Tall Glasses, Malibu Highball, Bombay Sapphire Martini Glasses, Maker's Mark Rocks Glasses & Sauza Shot Glasses.

New Codes

Code	UPC	Description	Proof	Size	Pack	Bottle	Case
34605	80480 28333	Grey Goose LaPoire (Pear) Vodka	80	750ml	6	\$23.47	\$140.82
77492	85592 13075	Tarantula Banana Colada	70	750ml	6	\$14.00	\$84.00
5808	23777 00265	Pebble Beach 12 Year Single Malt Scotch	86	750ml	6	\$52.00	\$312.00
34036	35229 00133	Absolut Pears	80	750ml	12	\$16.62	\$199.44
34039	35229 00132	Absolut Pears (Temporary Listing - Each sleeve contains 10 bottles)	80	50ml	12	\$19.60	\$235.20
4006	80480 20001	Aberfeldy 21 Year Single Malt Scotch	80	750ml	4	\$133.26	\$533.04
4000	80480 20006	Aberfeldy 12 Year Single Malt Scotch	80	750ml	6	\$31.21	\$187.26
3139	83089 66018	Jagermeister Pewter Shot Pack (Each pack contains two pewter stag head shot glasses) Allocated	70	1.75L	6	\$38.44	\$230.64
4385	83664 86962	Balvenie 17 Year New Oak Single Malt Scotch	86	750ml	6	\$69.23	\$415.38
89178	88352 12479	El Mayor Anejo	80	750ml	6	\$34.00	\$204.00
87596	88352 12481	El Mayor Blanco	80	750ml	6	\$26.25	\$157.50
89182	88352 12480	El Mayor Reposado	80	750ml	6	\$30.00	\$180.00
5004	83664 10747	Glenfiddich Special Reserve 12year	80	375ml	24	\$15.22	\$365.28
57162	89000 16964	Chi-Chi's Pomegranate	25	1.75L	6	\$9.74	\$58.44

Effective February 2007

Special Orders

The following are special order items left in the Iowa Alcoholic Beverages Division warehouse. If interested, call Linda Hartney at 515.281.7415. Items are available in full-case orders only.

Description	Size	Pack	Price
Grand McNish Scotch	1L	12	\$108.24
El Jimador Anejo Tequila	750ml	6	\$538.38
Hiram Walker Peppermint Schnapps	1L	12	\$93.48
Cutty Sark Scotch	375ml	12	\$123.72
Remy Martin VS Cognac	1.75L	6	\$384.00
Hiram Walker Crème De Menthe Green	750ml	12	\$80.64
Finlandia Lime Vodka	1L	12	\$233.16
Forty Creek 3 Grain Whiskey	750ml	12	\$181.56
Captain Morgan Silver Spiced Rum	375ml	24	\$143.28
Finlandia Mango Vodka	1L	12	\$233.16
Tezon Anejo Tequila	750ml	6	\$287.94
Glenmorangie Madiera Wood Finish 12YR	750ml	6	\$299.76
Stock Grappa Julia Brandy	750ml	12	\$207.00
Tanqueray Sterling Vodka	375ml	24	\$249.60
Remy Martin Louis XIII Cognac	750ml	1	\$1,491.79
Rich & Rare Canadian Whisky	750ml	12	\$76.20
Alize Blue	750ml	12	\$235.08
Glub Gin Martini	750ml	12	\$66.48
Weller 12YR Bourbon	1.75L	6	\$186.66
Tanqueray Gin	200ml	48	\$297.60
Johnnie Walker Red Label Scotch	200ml	48	\$305.76
Gentleman Jack	1.75L	3	\$121.56
Pimm's Cup Gin Sling	750ml	12	\$176.88
Vandermint Liqueur	750ml	12	\$200.28
Presidente Brandy	375ml	24	\$135.84
Hiram Walker Apricot Brandy	750ml	12	\$90.00
Martel VS Cognac	375ml	12	\$134.04
Vat 69 Gold Scotch	750ml	12	\$98.28
Croizet Cognac VSOP	750ml	6	\$289.62
Mount Royal Light Canadian Whisky	1L	12	\$127.80
Hiram Walker Peppermint Schnapps	750ml	12	\$65.64

