



ABD News

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www.IowaABD.com

Lynn M. Walding, Administrator

Iowa ABD Commemorates 20 Years of Class E Licensees

On March 1, 1987, the State of Iowa made the first major revision to its liquor control system since the end of Prohibition. All retail liquor sales, prior to that date, were distributed through state-operated liquor stores.

On that date, the 220 state liquor stores began closing their doors and, in their place, 256 private Class E licensees opened for business. By July 1, 1987, the number of private liquor retailers had expanded to 410 – nearly double the number of state stores that had operated just four months prior. Today, the number of outlets continues to grow with 551 licensed retailers, located in all but one county (Van Buren County), currently licensed to retail spirits.

The transition afforded greater convenience for Iowa consumers – more locations, easier access, longer hours, credit card purchases, etc. – while, at the same time, the state maintained a significant revenue source with its liquor wholesale operation. As such, the Division would like to thank Iowa’s Class E Licensees for their 20-year partnership!

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 4.

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.

Mix and Match Smirnoff, Captain Morgan and Jose Cuervo Families: Excludes Jose Cuervo RTDs. \$6.96 SPA per case on Smirnoff 1.75L Glass (37998) & PET (38008). \$14.88 SPA per case on Parrot Bay Coconut and all flavors 750ml

- Purchase 30 cases (Maximum 3 cases liters) from the Smirnoff Family, Captain Morgan Family and Jose Cuervo Family and receive a \$75 gift check.
- Purchase 55 cases, (Maximum 5 cases liters) from the Smirnoff Family, Captain Morgan Family and Jose Cuervo Family and receive a \$165 gift check.
- Purchase 85 cases, (Maximum 10 cases liters) from the Smirnoff Family, Captain Morgan Family and Jose Cuervo Family and receive a \$340 gift check.
- Purchase 120 cases, (Maximum 15 cases liters) from the Smirnoff Family, Captain Morgan Family & Jose Cuervo Family & receive a \$720 gift check.

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

- Purchase 6 cases (Liters Excluded) and receive a \$50 gift check. Minimum of 2 cases must be Crown Royal.
- Purchase 12 cases (2 cases can be liters) and receive a \$120 gift check. Minimum of 4 cases must be Crown Royal.
- Purchase 25 cases (4 cases can be liters) and receive a \$275 gift check. Minimum of 10 cases must be Crown Royal.
- Purchase 35 cases (8 cases can be liters) and receive a \$400 gift check. Minimum of 15 cases must be Crown Royal.

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

Johnnie Walker Family and J&B: 750ml, Liters (as outlined) & 1.75L. \$19.68 SPA per case on J&B 750ml.

- Purchase 3 cases (Liters Excluded) and receive a \$25 gift check.
- Purchase 5 cases (1 case can be liters) and receive a \$50 gift check.
- Purchase 8 cases (3 cases can be liters) and receive a \$100 gift check.

The following March 2007 marketing programs are available from Glazer's HOOVER Division. Fax (515-252-8681), or mail a copy of your invoice to Mike Coffman at Glazer's, 4377 - 112th St., Urbandale, IA 50322.

Jameson Irish Whiskey

- Purchase 24 bottles of Jameson Irish Whiskey 750ml (15626) and 2 bottles of Jameson 12yr 750ml (15656) and receive a \$50 gift check.
- Purchase 36 bottles of Jameson Irish Whiskey 750ml (15626), 2 bottles of Jameson 12yr 750ml (15656) and 2 bottles of Jameson 18yr 750ml (15646) and receive a \$100 gift check.
- Purchase 36 bottles of Jameson Irish Whiskey 750ml (15626), 6 bottles of Jameson Irish Whiskey 1.75L (15628), 2 bottles of Jameson 12yr 750ml (15656) and 2 bottles of Jameson 18yr 750ml (15646) and receive a \$150 gift check.

Jameson Irish Whiskey & John Powers Irish Whiskey

Purchase 2 bottles of Jameson Irish Whiskey 1.750L (15628), 2 bottles of Jameson 12yr 750ml (15656), 2 bottles of Jameson 18yr 750ml (15646) and 2 bottles of John Powers Irish Whiskey 1L and receive a \$50 gift check.

Glenlivet & Chivas Scotch Whiskeys

Purchase 2 bottles of Glenlivet 15yr French Oak (5061), 2 bottles of Glenlivet 16yr Nadurra (5086), 2 bottles of Glenlivet 18yr (5040), and 2 bottles of Chivas 18yr (4723) and receive a \$75 gift check.

Pernod-Ricard Brands

Purchase 2 bottles of Seagram's Distillers Gin (32226), 2 bottles of American Honey (77776), 2 bottles of Martell VS Cognac (48696) and 2 bottles Martell VSOP Cognac (48706) and receive a \$50 gift check.

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 March. 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 - 1.75L, Liter, 750ml and 750ml traveler

Mix & Match 12 cases and receive a \$50 gift check (One of the 12 cases purchased must be a Christian Brothers VSOP 750ml). Christian Brothers Brandy 750ml has a \$6 TPR in March.

Pama Pomegranate Liqueur

Account will receive a \$25 gift check for every 3 case purchase of Pama in March. In addition, there is also a TPR of \$6 per case (6-bottle case) during March. Discount equals \$14.33 per case, or \$42.99 per each 3 case deal. The account must purchase 3 cases on the same order to receive the \$25 gift check. No limit on the number of 3-case deals an account can purchase during March.

Hypnotiq

Account will receive a \$25 gift check for every 5 case purchase of Hypnotiq in March. In addition, there is also a \$6 TPR per case during March. Discount equals \$11 off per case (6 bottle case) or \$55 per each 5 case purchase. The account must purchase 5 cases on the same order to receive the \$25 gift check. No limit on the number of 5-case deals an account can purchase during March.

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 April 15, 2007, for payment.

Juarez Tequilas and Juarez Gold DSS - All sizes

- Purchase 5 cases and receive a \$15 gift check.
- Purchase 10 cases and receive a \$40 gift check.
- Purchase 25 cases and receive a \$125 gift check.
- Purchase 50 cases and receive a \$300 gift check.
- Purchase 100 cases and receive a \$700 gift check.

Salvador's Margaritas & Cocktails

- Purchase 5 cases and receive a \$20 gift check.
- Purchase 10 cases and receive a \$50 gift check.
- Purchase 25 cases and receive a \$175 gift check.

St. Brendan's Irish Cream - All Sizes

- Purchase 3 cases and receive a \$25 gift check.
- Purchase 6 cases and receive a \$75 gift check.

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 March. 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 April 15, 2007, for payment. Fax or send a copy of your invoice to the address above.

Knob Creek 750ml

Purchase 3 cases (12 bottles per case) of Knob Creek 750ml and receive a \$50 gift check.

VOX Vodka 750ml

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

Kablua 750ml & 1.75L

Purchase 3 cases and receive a \$50 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.

Effen Vodka & Effen Black Cherry Vodka

- Purchase 3 cases of Effen or Effen Black Cherry Vodka and receive a \$50 gift check.
- Purchase 6 cases of Effen and Effen Black Cherry Vodka (3 of each) and receive a \$125 gift check.

Bacardi Superior, Gold, & Select 750ml

Purchase 25 cases and receive a \$75 gift check.

Bacardi Flavored Rums 750ml

Purchase 25 cases and receive a \$50 gift check.

Cazadores

Purchase 1 case and receive a \$25 gift check.

Cazadores Reposado

Purchase 3 cases and receive a \$75 gift check.

Bombay Sapphire Mix

Purchase 4 cases and receive a \$50 gift check.

Bombay Gin

Purchase 1 case and receive a \$25 gift check.

Stoli & Stoli Flavors 750ml

Purchase 5 cases and receive a \$50 gift check.

Skyy Vodka 750ml and 1.75L

- Purchase 3 cases of Skyy Vodka 750ml or 1.75L and receive a \$50 gift check.
- Purchase 5 cases of Skyy Vodka 750ml or 1.75L and receive a \$100 gift check.
- Purchase 7 cases of Skyy Vodka 750ml or 1.75L and receive a \$150 gift check.

Skyy Vodka Flavors 750ml and 1.75L

- Purchase 5 cases of Skyy Vodka Flavors 750ml or 1.75L and receive a \$100 gift check.
- Purchase 7 cases of Skyy Vodka Flavors 750ml or 1.75L and receive a \$150 gift check.

Malibu 750ml

Mix & Match 10 cases and receive a \$50 gift check.

Campari

Purchase 1 case and receive a \$25 gift check.

Cutty Sark 750ml & 1.75L

Purchase 1 case and receive a \$25 gift check.

Purchase 3 cases and receive a \$100 gift check.

Balvenie & Glenfiddich

Purchase a 12-bottle mix and receive a \$50 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.

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 March. Purchases must be made on one invoice. Please send copies of your invoice to Cory Meiners at the address above.

Cruzan Rum– Kenny Chesney Concert Tickets

- Mix and match 10 cases of Cruzan Rum's, all sizes, and receive a \$60 gift check
- Mix and match 25 cases of Cruzan Rum's, all sizes, and receive a \$150 gift check and two tickets to the Kenny Chesney concert at Wells Fargo Arena in Des Moines on April 13th. Ticket offer is limited to the first 15 accounts. Call with questions on ticket availability.
- Cruzan 750ml also has an SPA of \$6 in March.

Canadian Mist 1.75L

Mix and match 10 cases of Canadian Mist 750ml (12466, traveler12476) and/or 1.75L (12478) and receive a \$90 gift check.

Three Olives 750ml

Mix and match 5 cases of Three Olives Vodka and/or flavors and receive a \$ 60 gift check in addition to a \$12 per case SPA in March. Codes involved are regular (34935), Pomegranate (35039), Cherry (34972), Chocolate (34968), Grape (34995), Apple (34967), Orange (34962), Raspberry (34959), Watermelon (35047) and Vanilla (34958).

Ryan's Cream 750ml

Purchase 3 cases of Ryans Cream 750ml (80456) and receive an \$18 gift check in addition to an SPA of \$12 per case in March.

Chila Coffee Liqueur 750ml

Purchase 3 cases of Chila 750ml (73136) and receive a \$15 gift check

Nikolai Vodka 750ml & 1.75L

- Purchase 50 cases Nikolai Vodka and receive a \$100 gift check – 1.75L cost is \$ 9.08.
- Purchase 100 cases Nikolai Vodka and receive a \$300 gift check – 1.75L cost is \$8.92.

Micheal Collins Irish and Single Malt

Mix and match 6 bottles of Micheal Collins Irish (15711) and or Micheal Collins Single Malt (15716) and receive a \$25 gift check. Micheal Collins Glass set(1293) can also be used.

New Codes

Code	UPC	Description	Proof	Size	Pack	Bottle	Case
45887	83664 86837	Sailor Jerry Spiced Navy Rum	92	1L	12	\$14.62	\$175.44
35039	89708 32426	Three Olives Pomegranate Vodka	70	750ml	12	\$15.77	\$189.24
28890	88076 16864	Tanqueray Rangpur Gin	82	750ml	12	\$19.49	\$233.88
28889	88076 16865	Tanqueray Rangpur Gin	82	1L	12	\$25.49	\$305.88
35120	21059 38750	Skyy 90	90	750ml	6	\$25.05	\$150.30
67315	89570 01000	Zen Green Tea Liqueur	40	750ml	12	\$23.39	\$280.68
34910	33824 10209	Van Gogh Vodka	80	750ml	12	\$17.28	\$207.36
34952	33824 81454	Van Gogh Appel Vodka	70	750ml	12	\$17.28	\$207.36
35005	33824 80204	Van Gogh Espresso Vodka	70	750ml	12	\$17.28	\$207.36
18186	88352 11334	Ezra Brooks KSBW	80	750ml	12	\$8.00	\$96.00

Effective March 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
Hiram Walker Peppermint Schnapps	1L	12	\$93.48
Hiram Walker Crème De Menthe Green	750ml	12	\$80.64
Pendleton Canadian Whisky	750ml	6	\$112.56
Ballantine's Scotch	750ml	12	\$201.60
Forty Creek 3 Grain Whiskey	750ml	12	\$181.56
Stock Grappa Julia Brandy	750ml	12	\$207.00
Tanqueray Sterling Vodka	375ml	24	\$249.60
Milagro Anejo Tequila	750ml	6	\$189.36
Rich & Rare Canadian Whisky	750ml	12	\$76.20
Weller 12YR Bourbon	1.75L	6	\$186.66
Tanqueray Gin	200ml	48	\$297.60
P.I.N.K. Vodka	750ml	6	\$225.54
Hangar One Kaffir Lime Vodka	750ml	6	\$192.00
British Navy Pusser's Rum	750ml	12	\$256.92
Vandermint Liqueur	750ml	12	\$200.28
Hangar One Buddah's Hand Citron	750ml	6	\$192.00
Hangar One Vodka	750ml	6	\$192.00
Hangar One Mandarine Vodka	750ml	6	\$192.00
Capel Pisco Reservado	750ml	12	\$141.24
Just Desserts Thin Mint Chocolate Cream	750ml	12	\$182.28
Croizet Cognac VSOP	750ml	6	\$289.62
Dekuyper Buttershots minis	50ml	12	\$84.12
Hiram Walker Peppermint Schnapps	750ml	12	\$65.64