



ABD News

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June 2007

www.IowaABD.com

Lynn M. Walding, Administrator

Will-Call to be Closed for Year-end Inventory

The Iowa Alcoholic Beverages Division Will-Call service will not be available to customers on Friday, June 22, 2007, due to year-end inventory being taken in the state liquor warehouse.

Any questions regarding the Will-Call service can be directed to the Iowa ABD Order Entry section at 866.469.2223, option 4.

Promotions

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 May. 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 June 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.

Kahlua 750ml & 1.75L

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

Starbucks Coffee or Cream Liqueurs

Purchase 3 cases of Starbucks™ Coffee Liqueur or Cream Liqueur and receive a \$75 gift check.

Jim Beam Black 750ml

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

Jim Beam 750ml

Purchase 5 cases of Jim Beam 750ml and receive a \$75 gift check or gas camping grill.

Kessler

Purchase 25 cases of Kessler and receive an official wooden cabinet dart board or fishing cooler.

Chi-Chi's Cocktails

- Purchase 10 cases of Chi-Chi's Cocktails and receive radio cooler bags.
- Purchase 25 cases of Chi-Chi's Cocktails (3 cases must be the new Pomegranate flavor) and receive a universal remote or an XM Radio with 3 months of free activation.

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 Party Drinks RTDs 1.75L

Purchase 15 cases and receive a \$50 gift check.

NEW Bacardi Peach Red

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

Bacardi Flavored Rums 750ml

Purchase 15 cases and receive a \$100 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 \$100 gift check.

Bombay Gin

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

Stoli & Stoli Flavors 750ml

Purchase 5 cases and receive a \$100 gift check.

Skyy Vodka 1.75L

- Purchase 3 cases of Skyy Vodka 750ml and receive a \$50 gift check.
- Purchase 5 cases of Skyy Vodka 750ml and receive a \$100 gift check.
- Purchase 10 cases of Skyy Vodka 750ml and receive a \$250 gift check.

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

Beefeater 750ml

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

Skyy Flavors 1.75L

Purchase 5 cases of Skyy flavors and receive a \$150 gift check.

Malibu 750ml

Mix & Match 10 cases and receive a \$75 gift check.

Campari

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

Cutty Sark 1.75L

Purchase 4 cases and receive a \$200 gift check.

Midori 750ml

Purchase 3 cases and receive a \$50 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 & Stolli.

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

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. \$3 SPA in June.
- Purchase 50 cases of 1.75L Phillips Vodka (37348), Gin (31718) and/or Rum (45418) and receive a \$100 gift check. \$3 SPA in June.
- Purchase 100 cases of 1.75L Phillips Vodka (37348), Gin (31718) and/or Rum (45418) and receive a \$400 gift check. \$3 SPA in June.

Canadian Mist – 750ml & 1.75L

Mix & Match 10 cases of Canadian Mist 750ml and 1.75L and receive a \$90 gift check.

Jack Daniel's – 750ml & 1.75L

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

Southern Comfort – 750ml & 1.75L

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

UV Vodka 1.75L

Purchase 5 cases of UV Vodka 1.75L (37338) and/or UV Grape 1.75L (41625) and receive a \$30 gift check in addition to a \$3 SPA in June.

Jagermeister 750ml & 1.75L

Purchase 10 cases of Jagermeister 750ml (code 65256) and/or 1.75L (65258) and receive a Jagermeister Bago game while supplies last.

Corazon Reposado & Blanco Tequila

Mix & Match 6 bottles or 1 case of Corazon Reposado (89235) and/or Blanco (87380) and receive a \$100 gift check.

Bowmore 12 yr

Purchase 1 case of Bowmore 12yr 750ml (4636) and receive a \$6 gift check in addition to a \$6.00 SPA in June.

Chila Coffee Liqueur 750ml

Purchase 3 cases of Chila 750ml (73136) and receive a \$15 gift check in addition to an SPA of \$6.00 per case in June.

Orloff Vodka 1.75L

Purchase 10 cases of Orloff Vodka 1.75 (40718) and receive a \$30 gift check.

Quintessential Gin 750ml

Purchase 1 case of Quintessential Gin (28806) and receive a \$12 gift check in addition to a \$6 SPA in June.

Three Olives Vodka 1.75L

Purchase 3 cases of Three Olives Vodka 1.75L (34919) and receive a \$36 gift check.

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 July 15, 2007, for payment.

El Mayor Super-Premium Tequilas – 750ml (6 bottles per case)

- Purchase 3 cases and receive a \$50 gift check.
- Purchase 6 cases and receive a \$120 gift check.

Juarez Tequilas and DSS Gold – 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 and Cocktails – 1.75L

- Purchase 5 cases and receive a \$20 gift check.
- Purchase 10 cases and receive a \$60 gift check.
- Purchase 25 cases and receive a \$200 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 June. 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.

Pama Pomegranate Liqueur

Account will receive a \$25 gift check for every 3 case purchase of Pama in June. 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 June.

Hpnotiq

Account will receive a \$25 gift check for every 5 case purchase of Hpnotiq in June. In addition, there is also a \$6 TPR per case during June. 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 June.

Svedka Vodka

Account will receive a \$50 gift check for every 10 case purchase of Svedka Vodka of any size the month of June. In addition, there is also a \$3 TPR per case on the 1.75L during June. The account must purchase 10 cases on the same order and display it to receive the \$50 gift check. No limit on the number deals an account can purchase during June.

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.

New Item Program: Smirnoff Grand Cosmo 1.75L RTD #63720

- Purchase 5 cases and receive a \$15 gift check.
- Purchase 10 cases and receive a \$50 gift check.
- Purchase 20 cases and receive a \$150 gift check.

Diageo Prepared Cocktails Program: Includes Jose Cuervo Authentics, 750ml, 4 packs (2cs = 1cs), 1.75L; Golden Margaritas 750ml & 1.75L; All TGI Friday's 750ml & 1.75L

- Mix & Match 10 cases and receive a \$20 gift check.
- Mix & Match 20 cases and receive a \$80 gift check.
- Mix & Match 50 cases and receive a \$300 gift check.

Captain Morgan & Smirnoff Family Program: Captain Morgan Original Spiced, Private Stock, Tattoo, Silver, All Parrot Bay Flavors & Myers's Rums, Smirnoff 80, 90 & 100 and Smirnoff Twist: All Sizes, Liters outlined below:

- Purchase 10 cases (1L Excluded) and receive a \$20 gift check.
- Purchase 15 cases (1 case max 1L) and receive a \$40 gift check.
- Purchase 30 cases (3 cases max 1L) and receive a \$100 gift check.
- Purchase 50 cases (7 cases max 1L) and receive a \$200 gift check.
- Purchase 100 cases (15 cases max 1L) and receive a \$500 gift check.

Jose Cuervo Especial, Flavors, Black, Clasico, Tradicional, de la Familia (3btl.Familia=1cs) Don Julio Anejo, Resposado and Blanco

- Purchase 3 cases (1L Excluded) and receive a \$20 gift check.
- Purchase 6 cases (1L Excluded) and receive a \$50 gift check.
- Purchase 10 cases (2 cases can be 1L) and receive a \$100 gift check.
- Purchase 18 cases (6 cases can be 1L) and receive a \$225 gift check.
- Purchase 28 cases (10 cases can be 1L) and receive a \$500 gift check.

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

- 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.

Tanqueray, Rangpur, 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.

Johnnie Walker Family: 750ml, Liters (as outlined) & 1.75L

- 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.

Brand Mix & Match: Jose Cuervo Authentics (max 5 cases), Jose Cuervo Family, Smirnoff 80, and/or Captain Morgan Original Spiced Rum 750ml & 1.75L sizes only

Purchase 20 cases and receive a \$100 gift check. Please note that the Mix & Match offer is valid as stand alone program only and cases may not be used with other brand programs.

The following June 2006 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 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 \$135 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 \$175 gift check.

Glenlivet

Purchase 36 bottles of Glenlivet 12yr (5036) (\$9 per case SPA May), 2 bottles of Glenlivet 15yr French Oak (5061), 2 bottles of Glenlivet 16yr Nadurra (5086) and 2 bottles of Glenlivet 18yr 750ml (5040) and receive a \$275 gift check.

Seagram's Gin – All Sizes

- Purchase 4 cases of Seagram's Gin (Any Size) and receive a \$25 gift check.
- Purchase 7 cases of Seagram's Gin (Any Size) and receive a \$50 gift check.
- Purchase 10 cases of Seagram's Gin (Any Size) and receive a \$90 gift check.
- Purchase 25 cases of Seagram's Gin (Any Size) and receive a \$300 gift check.
- Purchase 50 cases of Seagram's Gin (Any Size) and receive a \$900 gift check.

Wild Turkey

- Purchase 3 cases Wild Turkey (Any Size), 2 bottles Wild Turkey 1.75L (22158), and 2 bottles Wild Turkey American Honey Liqueur (76666) and receive a \$75 gift check.
- Purchase 7 cases Wild Turkey (Any Size), 3 bottles Wild Turkey 1.75L (22158), and 3 bottles Wild Turkey American Honey Liqueur (76666) and receive a \$200 gift check.

Chivas

Purchase 36 bottles of Chivas 12yr Scotch (4716) and 2 bottles of Chivas 18yr Scotch (4723) and receive a \$275 gift check.

New Codes

| Code | UPC | Description | Proof | Size | Pack | Bottle | Case |
|-------|-------------|---|-------|-------|------|--------|--------|
| 34202 | 42101 26201 | 42 Below Pure Vodka | 84 | 0.750 | 12 | 16.32 | 195.84 |
| 4084 | 80432 10214 | Aberlour 12 Year Single Malt Scotch | 86 | 0.750 | 6 | 29.99 | 179.94 |
| 43066 | 80480 40204 | Bacardi Peach Red | 70 | 0.750 | 12 | 11.70 | 140.40 |
| 64774 | 87236 56520 | Cointreau Liqueur | 80 | 0.375 | 24 | 18.15 | 435.60 |
| 3599 | 83089 00009 | Corazon Blanco w/50ml (allocated) | 80 | 0.750 | 6 | 37.70 | 226.20 |
| 73452 | 80686 36740 | DeKuyper Pomegranate Liqueur | 30 | 0.750 | 12 | 8.25 | 99.00 |
| 3462 | 83960 72632 | Don Julio Tri Pack (allocated) | 80 | 0.375 | 12 | 22.00 | 264.00 |
| 52563 | 85000 09154 | E & J XO Brandy | 80 | 0.750 | 12 | 13.60 | 163.20 |
| 34255 | 56075 00311 | Effen Raspberry Vanilla Vodka | 70 | 0.750 | 6 | 21.01 | 126.06 |
| 3136 | 83089 66095 | Jagermeister T-Shirt Packs (allocated) | 70 | 0.750 | 12 | 17.28 | 207.36 |
| 3595 | 83960 72645 | Jose Cuervo Traditional w/Glasses (allocated) | 80 | 0.750 | 6 | 21.59 | 129.54 |
| 67546 | 89540 49343 | Kahlua Hazelnut Liqueur | 40 | 0.750 | 12 | 16.67 | 200.04 |
| 67545 | 89540 49344 | Kahlua Hazelnut Liqueur (Temporary) 12 bottles/sleeve | 40 | 0.050 | 10 | 15.38 | 153.80 |
| 42610 | 89540 49334 | Malibu Tropical Banana Liqueur | 42 | 0.750 | 12 | 10.63 | 127.56 |
| 42611 | 89540 49330 | Malibu Tropical Banana Liqueur (Temporary) 12 bottles/sleeve | 42 | 0.050 | 10 | 4.20 | 42.00 |
| 33236 | 8043210375 | Seagram's Apple Twisted Gin | 70 | 0.750 | 12 | 8.52 | 102.24 |
| 63720 | 82000 73727 | Smirnoff Grand Cosmopolitan | 30 | 1.750 | 6 | 15.01 | 90.06 |
| 40986 | 82000 73291 | Smirnoff Twist of Blueberry | 70 | 0.750 | 12 | 10.35 | 124.20 |
| 34893 | 91834 00100 | SV Supreme | 80 | 0.750 | 6 | 24.74 | 148.44 |
| 27103 | 20815 59023 | Templeton Quasquicentennial Rye (ALLOCATED - LIMITED QUANTITIES) | 88 | 0.375 | 12 | 28.05 | 336.60 |
| 38176 | | Tito's Handmade Vodka | 80 | 0.750 | 12 | 9.64 | 115.68 |
| 41625 | 87116 01481 | UV Grape Vodka | 70 | 1.750 | 6 | 13.50 | 81.00 |
| 89904 | 21893 79256 | Vince Neal Selection Tres Rios Tequila Anejo | 80 | 0.750 | 6 | 39.00 | 234.00 |
| 88686 | 21893 79252 | Vince Neal Selection Tres Rios Tequila Blanco | 80 | 0.750 | 6 | 30.00 | 180.00 |
| 89908 | 21893 79054 | Vince Neal Selection Tres Rios Tequila Reposado | 80 | 0.750 | 6 | 34.50 | 207.00 |

Effective June 2007

