



ABD News

Volume 07 Issue 7

July 2007

www.IowaABD.com

Lynn M. Walding, Administrator

Independence Day Holiday Schedule

The Iowa Alcoholic Beverages Division's ordering and delivery operations will follow an alternate schedule for the week of July 2nd through July 6th in observance of Independence Day. The Division's Central Offices and Warehouse will be closed on Wednesday, July 4, 2007.

Customers who normally place orders on Mondays will need to place their orders on Friday, June 29th. Those orders will be delivered on Monday, July 2nd or Tuesday, July 3rd. Tuesday callers will place their orders on Monday, July 2nd and receive them on Tuesday, July 3rd or Thursday, July 5th. Wednesday callers will place their orders on Tuesday, July 3rd and receive them on Thursday, July 5th or Friday, July 6th.

Customers may contact the Division's Order Entry section at 866.469.2223, option 4, to specify their delivery dates or to address any other questions regarding the Independence Day Holiday Schedule.

Keg Registration Law Takes Effect July 1

The Iowa Alcoholic Beverages Division would like to remind customers who sell kegs for carry-out that Iowa's new Keg Registration law will take effect on July 1, 2007. Each keg sold after that date must be affixed with a State-issued keg registration sticker.

Licensees must order the Keg Registration booklets via the Division's electronic licensing system. Each booklet sells for \$5 and contains 25 stickers. For details on the Keg Registration law and for instructions on how to fill out and apply the stickers, refer to the brochure enclosed with the ABD News.

KEG REGISTRATION
FILL IN ALL BLANKS ON WHITE FORM • PEEL OFF STICKER AND PLACE ON KEG AS SHOWN
 LICENSEE RETAINS ORIGINAL WHITE FORM IN BOOK

REG. NO. **A000000000**

DATE OF SALE 7/1/2007
 NAME OF PURCHASER (PRINT) John Doe
 ADDRESS 1234 Maple Street
 CITY Windsor Heights STATE IA ZIP 51234

It is unlawful to sell, give or otherwise supply any alcoholic beverage, wine or beer to any person under legal age. Any person who defaces this sticker shall be guilty of criminal mischief punishable pursuant to Iowa Code § 716.6 and shall cause the forfeiture of any deposit, if applicable.

Lynn M. Walding, Administrator

Promotions

Spirited Brands of Iowa **NEW CONTACT INFO**

3410 Kingman Blvd.
Des Moines, IA 50311
Phone: 515.202.1661

Please mail a copy to the above address, attention Jeremy Thompson. Products must be purchased on one invoice and all invoices must be submitted by August 15, 2007, for payment.

Admiral Nelson 750ml & 1.75L

- Purchase 10 cases and receive a \$50 gift check.
- Purchase 25 cases and receive a \$175 gift check.
- Purchase 50 cases and receive a \$500 gift check.
- Purchase 100 cases and receive a \$1,200 gift check.

Salvador's – All Flavors

- 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.

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

NEW – UV Lemonade

Purchase 4 cases of UV Pink Lemonade (41360) and receive a \$40 gift check.

UV Vodka 1.75L

Mix & Match 5 cases of UV Vodka 1.75L (37338) and UV 1.75L Grape (41625) and receive a \$30 gift check in addition to a \$3 SPA in July.

Nikolai Vodka 750ml & 1.75L

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

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

Canadian VSP 1.75L

Purchase 10 cases of Canadian VSP 1.75L (12628) and receive a \$30 gift check in addition to a \$3 SPA in July.

Destinee 750ml

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

Pinnacle Vodka 1.75L

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

Absolut 750ml – Mix & Match any type July

- Mix & Match 10 cases of Absolut 750ml (any type) on one invoice and receive a \$120 gift check.
- Mix & Match 15 cases of Absolut 750ml (any type) on one invoice and receive a \$225 gift check.

Codes involved are Absolut 80 (34006), Absolut Citron (34030), Absolut Mandrin (34116), Absolut Kurant (34096), Absolut Peppar (34026), Absolut Vanilia (34076), Absolut Apeach (34014), Absolut Raspberri (34052), Absolut Pears (34036), Absolut Ruby Red (34061) and Absolut 100 (34046). \$8.28 SPA in July on 750ml.

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 1.75L and receive a \$50 gift check.

Southern Comfort

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

Jack/Mist/Comfort Combo Deal

Mix and match 25 cases of Jack Daniel's (750ml & 1.75L), Canadian Mist (750ml & 1.75L) and Southern Comfort (750ml & 1.75L, 70 and 100 Proof) on one invoice and receive a \$300 gift check.

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 Family Program: Captain Morgan Original Spiced, Private Stock, Tattoo, Silver, All Parrot Bay Flavors & Myers's Rums – All Sizes (Liters outlined below). \$6 SPA on all Parrot Bay 750ml

- Purchase 10 cases (1L Excluded) and receive a \$25 gift check.
- Purchase 25 cases (1 case max 1L) and receive a \$75 gift check.
- Purchase 50 cases (3 cases max 1L) and receive a \$200 gift check.
- Purchase 75 cases (7 cases max 1L) and receive a \$375 gift check.
- Purchase 100 cases (15 cases max 1L) and receive a \$600 gift check.

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

Baileys Irish Cream, Bushmills and Black Bush – 750ml, Liters (as outlined), 1.75L & Minis (4pk)

- Purchase 3 cases (Liters Excluded) and receive a \$60 gift check.
- Purchase 5 cases (1 case can be Liters) and receive a \$110 gift check.
- Purchase 7 cases (3 cases can be Liters) and receive a \$175 gift check.

Mix & Match Popov, Matador Tequila, Gordon's Vodka & Gin and Scoresby – All Sizes

- Purchase 10 cases and receive a \$50 gift check.
- Purchase 20 cases and receive a \$120 gift check.
- Purchase 25 cases and receive a \$175 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

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

Grand Marnier – 375ml only (24 bottles per case)

Purchase 1 case of Grand Marnier (65124) and receive a \$48 gift check.

Hennessy VS (All Marques and Sizes) & VSOP (750ml only)

- Purchase 5 cases of VS and 5 bottles of VSOP and receive a \$60 gift check.
- Purchase 10 cases of VS and 1 case of VSOP and receive a \$140 gift check.
- Purchase 15 cases of VS and 2 cases of VSOP and receive a \$275 gift check.

Belvedere, Belvedere Pomarancza, Belvedere Citrus, and Chopin – 750ml only (All cases are 6 bottles)

- Mix & Match 4 cases (24 bottles) and receive a \$50 gift check.
- Mix & Match 6 cases (36 Bottles) and receive a \$90 gift check.
- Mix & Match 8 cases (48 bottles) and receive a \$150 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 July. 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 August 15, 2007, for payment. Fax or send a copy of your invoice to the address above.

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.

Knob Creek 750ml

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

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 XM Radio with 3 months of free activation, OR iPod docking station (home stereo).

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.

Cazadores

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

Bacardi Party Drinks RTDs 1.75L

Purchase 10 cases and receive a \$50 gift check.

Bacardi Flavored Rums 750ml

Purchase 15 cases and receive a \$100 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.

NEW Bacardi Peach Red

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

Cutty Sark 1.75L

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

Campari

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

Skyy Vodka 750ml & 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 10 cases of Skyy Vodka 750ml or 1.75L and receive a \$250 gift check.

Skyy Flavors 750ml

Purchase 3 cases of Skyy flavors and receive a \$100 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 & Stoli

Glassware Available

Ask your sales representative about Glassware available.

New Codes

Code	UPC	Description	Proof	Size	Pack	Bottle	Case
44419	35229 00503	Cruzan Black Cherry Rum	55	750ml	12	\$8.99	\$107.88
40981	82000 00150	Smirnoff Twist of Blueberry (60 Day Listing)	70	50ml	12	\$8.57	\$102.84
41360	87116 01487	UV Pink Lemonade	60	750ml	12	\$8.23	\$98.76
41363	87116 01489	UV Pink Lemonade (60 Day Listing)	60	50ml	10	\$8.58	\$85.80

Effective July 2007