

**NOVEMBER 2007 TEMPORARY PRICE REDUCTIONS**

| <b>IOWA</b>                     |                 |                             |             |             |               | <b>REGULAR PRICE</b> |               | <b>SALE PRICE</b> |  |
|---------------------------------|-----------------|-----------------------------|-------------|-------------|---------------|----------------------|---------------|-------------------|--|
| <b>CODE</b>                     | <b>UPC CODE</b> | <b>DESCRIPTION</b>          | <b>SIZE</b> | <b>PACK</b> | <b>BOTTLE</b> | <b>CASE</b>          | <b>BOTTLE</b> | <b>CASE</b>       |  |
| <b>BLENDED WHISKEY</b>          |                 |                             |             |             |               |                      |               |                   |  |
| 24456                           | 80686 04240     | Kessler                     | 0.750       | 12          | 7.79          | 93.48                | 7.12          | 85.44             |  |
| 24466                           | 80686 04243     | Kessler Traveler            | 0.750       | 12          | 7.79          | 93.48                | 7.12          | 85.44             |  |
| 24728                           | 85592 10431     | McCormick Blend             | 1.750       | 6           | 10.87         | 65.22                | 10.54         | 63.24             |  |
| <b>STRAIGHT BOURBON WHISKEY</b> |                 |                             |             |             |               |                      |               |                   |  |
| 19066                           | 80686 0140      | Jim Beam                    | 0.750       | 12          | 12.47         | 149.64               | 11.80         | 141.60            |  |
| 19096                           | 80686 00143     | Jim Beam Traveler           | 0.750       | 12          | 12.47         | 149.64               | 11.80         | 141.60            |  |
| 21598                           | 80660 20301     | Ten High                    | 1.750       | 6           | 13.25         | 79.50                | 12.75         | 76.50             |  |
| 27531                           | 87116 08000     | Phillips Union Straight     | 0.750       | 6           | 21.38         | 128.28               | 18.71         | 112.26            |  |
| 27533                           | 87116 08002     | Phillips Union Cherry       | 0.750       | 6           | 21.38         | 128.28               | 18.71         | 112.26            |  |
| 27538                           | 87116 08004     | Phillips Union Vanilla      | 0.750       | 6           | 21.38         | 128.28               | 18.71         | 112.26            |  |
| <b>SINGLE BARREL BOURBON</b>    |                 |                             |             |             |               |                      |               |                   |  |
| 18120                           | 96749 75001     | Evan Williams Single Barrel | 0.750       | 6           | 20.61         | 123.66               | 19.61         | 117.66            |  |
| <b>CANADIAN WHISKEY</b>         |                 |                             |             |             |               |                      |               |                   |  |
| 11776                           | 88100 13455     | Black Velvet                | 0.750       | 12          | 7.48          | 89.76                | 7.08          | 84.96             |  |
| 11786                           | 88100 13475     | Black Velvet Traveler       | 0.750       | 12          | 7.48          | 89.76                | 7.08          | 84.96             |  |
| 11936                           | 82928 22340     | Canadian LTD Traveler       | 0.750       | 12          | 6.35          | 76.20                | 5.85          | 70.20             |  |
| 12406                           | 82928 22334     | Canadian LTD Glass          | 0.750       | 12          | 6.35          | 76.20                | 5.85          | 70.20             |  |
| 12668                           | 85592 20021     | Canadian Woods              | 1.750       | 6           | 11.99         | 71.94                | 11.49         | 68.94             |  |
| <b>SCOTCH WHISKY</b>            |                 |                             |             |             |               |                      |               |                   |  |
| 4798                            | 21059 05175     | Cutty Sark                  | 1.750       | 6           | 35.85         | 215.10               | 33.85         | 203.10            |  |
| 4868                            | 80480 23000     | Dewar's White               | 1.750       | 6           | 38.60         | 231.60               | 36.60         | 219.60            |  |
| 8828                            | 80660 36501     | Lauder's Scotch             | 1.750       | 6           | 15.95         | 95.70                | 15.45         | 92.70             |  |
| <b>80 PROOF VODKA</b>           |                 |                             |             |             |               |                      |               |                   |  |
| 37987                           | 21059 01000     | Skyy Vodka                  | 1.000       | 12          | 17.78         | 213.36               | 17.28         | 207.36            |  |
| 37988                           | 21059 01750     | Skyy Vodka                  | 1.750       | 6           | 24.01         | 144.06               | 23.01         | 138.06            |  |
| <b>FLAVORED VODKA</b>           |                 |                             |             |             |               |                      |               |                   |  |
| 40907                           | 21059 09100     | Skyy Citrus                 | 1.000       | 12          | 17.78         | 213.36               | 17.28         | 207.36            |  |
| 40908                           | 21059 09175     | Skyy Citrus                 | 1.750       | 6           | 24.01         | 144.06               | 23.01         | 138.06            |  |
| 41316                           | 96749 20037     | Burnett's Raspberry         | 0.750       | 12          | 5.80          | 69.60                | 5.13          | 61.56             |  |
| <b>IMPORTED VODKA</b>           |                 |                             |             |             |               |                      |               |                   |  |
| 34678                           | 36040 01754     | Quadro Russian Vodka        | 0.750       | 12          | 23.65         | 283.80               | 22.15         | 265.80            |  |
| 34821                           | 17768 11117     | Svedka                      | 1.750       | 6           | 18.42         | 110.52               | 17.92         | 107.52            |  |
| <b>IMPORTED GIN</b>             |                 |                             |             |             |               |                      |               |                   |  |
| 28088                           | 89540 33347     | Beefeater Gin               | 1.750       | 6           | 33.07         | 198.42               | 31.90         | 191.40            |  |
| <b>DOMESTIC BRANDY</b>          |                 |                             |             |             |               |                      |               |                   |  |
| 52582                           | 853810          | E & J VSOP                  | 0.750       | 12          | 9.59          | 115.08               | 9.16          | 109.92            |  |

|       |        |       |                    |       |    |       |        |       |        |
|-------|--------|-------|--------------------|-------|----|-------|--------|-------|--------|
| 52595 | 85000  | 01112 | E & J VS Traveler  | 0.750 | 12 | 8.24  | 98.88  | 7.91  | 94.92  |
| 52596 | 854130 |       | E & J VS           | 0.750 | 12 | 8.24  | 98.88  | 7.91  | 94.92  |
| 52597 | 854180 |       | E & J VS           | 1.000 | 12 | 10.39 | 124.68 | 9.60  | 115.20 |
| 52598 | 854150 |       | E & J Gallo Brandy | 1.750 | 6  | 16.82 | 100.92 | 15.83 | 94.98  |
| 52599 | 854290 |       | E & J VS Traveler  | 1.000 | 12 | 10.39 | 124.68 | 9.60  | 115.20 |

#### PUERTO RICAN & VIRGIN ISLAND

|       |       |       |                           |       |    |       |        |       |        |
|-------|-------|-------|---------------------------|-------|----|-------|--------|-------|--------|
| 43035 | 80480 | 02546 | Bacardi Gold Traveler     | 0.750 | 12 | 10.52 | 126.24 | 10.02 | 120.24 |
| 43036 | 80480 | 02540 | Bacardi Gold              | 0.750 | 12 | 10.52 | 126.24 | 10.02 | 120.24 |
| 43046 | 80480 | 05540 | Bacardi Select            | 0.750 | 12 | 10.52 | 126.24 | 10.02 | 120.24 |
| 43125 | 80480 | 01545 | Bacardi Superior Traveler | 0.750 | 12 | 10.52 | 126.24 | 10.02 | 120.24 |
| 43126 | 80480 | 01540 | Bacardi Superior          | 0.750 | 12 | 10.52 | 126.24 | 10.02 | 120.24 |
| 44487 | 44286 | 56140 | Cruzan Estate Dark        | 1.000 | 12 | 10.76 | 129.12 | 9.76  | 117.12 |
| 44517 | 44286 | 56040 | Cruzan Estate Light       | 1.000 | 12 | 10.76 | 129.12 | 9.76  | 117.12 |
| 45968 | 81932 | 04801 | VPA Silver                | 1.750 | 6  | 11.34 | 68.04  | 10.84 | 65.04  |

#### FLAVORED RUM

|       |       |       |                      |       |    |       |        |       |        |
|-------|-------|-------|----------------------|-------|----|-------|--------|-------|--------|
| 43138 | 80480 | 35520 | Bacardi Limon        | 1.750 | 6  | 22.62 | 135.72 | 20.62 | 123.72 |
| 44477 | 44286 | 56540 | Cruzan Coconut       | 1.000 | 12 | 10.76 | 129.12 | 9.76  | 117.12 |
| 44498 | 89016 | 68240 | Cruzan Mango         | 1.000 | 12 | 10.76 | 129.12 | 9.76  | 117.12 |
| 46093 | 81932 | 46542 | Cabana Bay Pineapple | 0.750 | 12 | 8.99  | 107.88 | 7.99  | 95.88  |
| 46095 | 81932 | 46642 | Cabana Bay Raspberry | 0.750 | 12 | 8.99  | 107.88 | 7.99  | 95.88  |
| 46102 | 81932 | 46242 | Cabana Bay Vanilla   | 0.750 | 12 | 8.99  | 107.88 | 7.99  | 95.88  |
| 46105 | 81932 | 46342 | Cabana Bay Cherry    | 0.750 | 12 | 8.99  | 107.88 | 7.99  | 95.88  |

#### COCKTAILS

|       |       |       |                                 |       |    |       |       |       |       |
|-------|-------|-------|---------------------------------|-------|----|-------|-------|-------|-------|
| 56830 | 80480 | 80628 | Bacardi RTD Mai Tai             | 1.750 | 6  | 10.47 | 62.82 | 9.97  | 59.82 |
| 56840 | 80480 | 80600 | Bacardi RTD Hurricane           | 1.750 | 6  | 10.47 | 62.82 | 9.97  | 59.82 |
| 56843 | 80480 | 80615 | Bacardi RTD Zombie              | 1.750 | 6  | 10.47 | 62.82 | 9.97  | 59.82 |
| 56846 | 80480 | 80602 | Bacardi RTD Rum Island Iced Tea | 1.750 | 6  | 10.47 | 62.82 | 9.97  | 59.82 |
| 56850 | 80480 | 80604 | Bacardi RTD Bahama Mama         | 1.750 | 6  | 10.47 | 62.82 | 9.97  | 59.82 |
| 56853 | 80480 | 80618 | Bacardi RTD Rum Runner          | 1.750 | 6  | 10.47 | 62.82 | 9.97  | 59.82 |
| 59210 | 82844 | 00025 | Ice Box Butterscotch            | 1.750 | 6  | 9.22  | 55.32 | 8.22  | 49.32 |
| 59231 | 82844 | 52332 | Ice Box Mudslide                | 1.750 | 6  | 9.22  | 55.32 | 8.22  | 49.32 |
| 59408 | 82844 | 52338 | Ice Box Margarita               | 1.750 | 6  | 9.22  | 55.32 | 8.22  | 49.32 |
| 62061 | 89540 | 41637 | Kahlua RTD Mudslide             | 1.750 | 6  | 11.19 | 67.14 | 10.19 | 61.14 |
| 62072 | 89540 | 48057 | Kahlua RTD Chocolate Latte      | 1.750 | 6  | 11.19 | 67.14 | 10.19 | 61.14 |
| 76767 | 87116 | 03662 | Phillips Long Island Iced Tea   | 1.000 | 12 | 6.38  | 76.56 | 6.08  | 72.96 |

#### DOMESTIC AMARETTO

|       |       |       |                    |       |    |      |        |      |        |
|-------|-------|-------|--------------------|-------|----|------|--------|------|--------|
| 73986 | 82928 | 39982 | Amaretto di Amore  | 0.750 | 12 | 8.99 | 107.88 | 8.49 | 101.88 |
| 77136 | 82928 | 27805 | Raspberry di Amore | 0.750 | 12 | 8.99 | 107.88 | 8.49 | 101.88 |

#### IMPORTED AMARETTO

|       |       |       |           |       |    |       |        |       |        |
|-------|-------|-------|-----------|-------|----|-------|--------|-------|--------|
| 64136 | 50037 | 01450 | DiSaronno | 0.750 | 12 | 18.33 | 219.96 | 17.33 | 207.96 |
|-------|-------|-------|-----------|-------|----|-------|--------|-------|--------|

#### COFFEE FLAVORED LIQUEUR

|       |       |       |                   |       |    |       |        |       |        |
|-------|-------|-------|-------------------|-------|----|-------|--------|-------|--------|
| 73136 | 81932 | 05329 | Chila Coffee      | 0.750 | 12 | 7.49  | 89.88  | 6.99  | 83.88  |
| 77429 | 80686 | 99720 | Starbuck's Coffee | 1.000 | 12 | 19.29 | 231.48 | 17.79 | 213.48 |

#### CREAM LIQUEURS

|       |       |       |                       |       |    |      |        |      |       |
|-------|-------|-------|-----------------------|-------|----|------|--------|------|-------|
| 68611 | 85592 | 11704 | McCormick Irish Cream | 0.750 | 12 | 8.79 | 105.48 | 7.71 | 92.52 |
|-------|-------|-------|-----------------------|-------|----|------|--------|------|-------|

|       |       |        |                        |       |    |      |        |      |       |
|-------|-------|--------|------------------------|-------|----|------|--------|------|-------|
| 80045 | 85000 | 12376  | Cask & Cream Chocolate | 0.750 | 12 | 8.79 | 105.48 | 8.33 | 99.96 |
| 80046 | 85000 | 12390  | Cask & Cream Caramel   | 0.750 | 12 | 8.79 | 105.48 | 8.33 | 99.96 |
| 80136 |       | 853960 | Cask & Cream           | 0.750 | 12 | 8.79 | 105.48 | 8.33 | 99.96 |
| 80326 | 81932 | 05350  | McGuire's Cream        | 0.750 | 12 | 8.59 | 103.08 | 7.84 | 94.08 |

**CINNAMON SCHNAPPS**

|       |       |       |           |       |    |       |        |       |        |
|-------|-------|-------|-----------|-------|----|-------|--------|-------|--------|
| 82956 | 89708 | 00015 | Firewater | 0.750 | 12 | 13.88 | 166.56 | 12.88 | 154.56 |
|-------|-------|-------|-----------|-------|----|-------|--------|-------|--------|

**TROPICAL FRUIT SCHNAPPS**

|       |       |       |               |       |    |      |       |      |       |
|-------|-------|-------|---------------|-------|----|------|-------|------|-------|
| 83906 | 89708 | 00336 | Maui Blue     | 0.750 | 12 | 5.37 | 64.44 | 5.12 | 61.44 |
| 83926 | 89708 | 00244 | Maui Tropical | 0.750 | 12 | 5.37 | 64.44 | 5.12 | 61.44 |

**MISCELLANEOUS CORDIALS AND LIQUEURS**

|       |       |       |        |       |    |       |        |       |        |
|-------|-------|-------|--------|-------|----|-------|--------|-------|--------|
| 56756 | 82100 | 73748 | Kajmir | 0.750 | 12 | 14.99 | 179.88 | 13.99 | 167.88 |
|-------|-------|-------|--------|-------|----|-------|--------|-------|--------|