



State of North Carolina
ALCOHOLIC BEVERAGE CONTROL COMMISSION

DOUGLAS A. FOX
CHAIRMAN

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WAKE FOREST

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MIKE A. JOYNER
CHARLOTTE

MEMORANDUM NO. 2708

TO: All County and Municipal ABC Boards

FROM: Michael C. Herring
Administrator

A handwritten signature in black ink, appearing to read "MCH", is placed over the name "Michael C. Herring" in the "FROM:" field.

DATE: February 17, 2005

BOTTLES PER CASE CHANGE

In Memorandum **2706**, we informed you of a "corrected" Bottles Per Case Change (120 to 60) Effective February 1, 2005, for codes 21-249 (Tequila Rose), 21-202 (KeKe Beach), and 21-240 (Tarantula Azul). McCormick has notified the ABC Commission that the 50ML Codes will continue to be shipped 120 bottles per case (not 60). The "published" pricing is correct:

The CCLB is \$82.44,
CC with B&S is \$84.14,
Retail \$1.25 (same),
Pack Price \$12.50, and
Wholesale price is \$.70

PRICE CORRECTIONS – FEBRUARY 1, 2005

Code **20-129**, Jose Cuervo Especial Bonus Pack (1.75L), and Code **65-202**, Jose Cuervo Especial should be selling at the **same retail price of \$31.95**. The **corrected pricing for 20-129** is: Case Cost Less Bailment **\$52.47**, Case Cost W/ Bailment & Surcharge **\$54.17** and Wholesale is **\$18.06**

NOTE: Special Packages may be less than the price of the regular item, but cannot be more than the price of the regular item.

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BOTTLES PER CASE CHANGE

Effective February 1, 2005, Code 34-559, Speyburn Single Malt Scotch (10 Year, 86 proof) 1.75L will be **shipped three (3) bottles per case (formerly 6)**. The retail shelf price is the same (\$39.95). Please correct your records.

The CCLB is \$65.98
CC with B&S is \$67.68
Retail \$39.95 (same),
Mixed Beverage \$48.70, and
Wholesale price is \$22.56

COMPANY CHANGE

Effective **March 1, 2005, Mezzaluna Spirit Company** will become the sole importer-distributor for Sol Dios Anejo tequila, code **65-474**. Alliance Spirits & Wine LLC – Strickland will continue as broker for this product.

SPA RECINDED

Sazerac is rescinding the SPA for Elmer T. Lee Single Barrel, code 27-118, for the buy-in period February-March for price reduction in March.

NEW COMPANY EFFECTIVE FEBRUARY

W. J. Deutsch & Sons
108 Corporate Park Drive
White Plains NY 10604

Sparrow & Associates will represent the above new company.

To view reports attached to this memorandum, utilize our website: www.ncabc.com \

Spirituos Liquor / Distillers on Price List / 2005 February

Spirituos Liquor / Pricing Reports / Quick Picks / Monthly Price Reductions
Select the month to view - **4/1/2005 (March-April)**

ABC Boards / Revenues / Board Revenues / Monthly Sales Summaries From Spirituos Liquor (January 2005 and prior are available)