



State of North Carolina
ALCOHOLIC BEVERAGE CONTROL COMMISSION

DOUGLAS A. FOX
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JOHN D. LYON, JR.
RALEIGH

MEMORANDUM NO. 2735

TO: ABC Boards, ABC Warehouse, Military, Brokers, ABC Store Comp. Vendors

FROM: Michael C. Herring
Administrator

A handwritten signature in black ink, appearing to read "MCH", positioned over the "FROM:" field.

DATE: September 27, 2006

BROKERAGE CHANGE

The ABC Commission has just been notified that **effective September 1, 2006**, Laird & Company appointed Southern Wine and Spirits Mid Atlantic Inc. as their exclusive NC state representative for their brands.

ADDITIONAL UPC NUMBER:

Code 37-909, Crown Royal NASCAR has an additional UPC number. The number is 087000507494. (The current UPC is 087000007253.)

HOLIDAY ITEMS:

LB&B will begin shipping holiday items in October. Please remember - Holiday Items are NOT to be displayed in the stores nor SOLD - BEFORE November 1, 2006.