



State of North Carolina
ALCOHOLIC BEVERAGE CONTROL COMMISSION

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 RALEIGH

MEMORANDUM NO. 2754

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

FROM: Michael C. Herring
 Administrator

DATE: October 24, 2007

COMPANY CHANGES:

- White Rock/ **Proximo Spirits Inc.**, a new company, has acquired the **Three Olive Brands**. White Rock will continue to ship the product. All purchase orders and invoice payments are to continue to be sent directly to the White Rock offices. The broker will continue to be Sparrow & Associates.

<u>NCC</u>	<u>Brand Name</u>	<u>Size</u>	<u>Proof</u>	<u>Filing Type</u>
21-476	Three Olives Pomegranate - 12Pk	50ML	70	Listed
46-818	Three Olives Raspberry	.75L	70	Special Order
46-822	Three Olives Cherry	.75L	70	Listed
46-824	Three Olives Watermelon	.75L	70	Listed
46-826	Three Olives	1.75L	80	Listed
46-827	Three Olives	.75L	80	Listed
46-828	Three Olives	.375L	80	Listed
46-937	Three Olives Chocolate	.75L	70	Listed
46-940	Three Olives Green Apple	.75L	70	Listed
46-943	Three Olives Orange	.75L	70	Listed
46-946	Three Olives Pomegranate	.75L	70	Listed
46-949	Three Olives Grape	.75L	70	Listed
46-952	Three Olives Berry	.75L	70	Listed
46-954	Three Olives Mango	.75L	70	Special Order

- Effective October 19, 2007, Patron Spirits became the new worldwide importer and distributor for Ultimat vodka.

<u>NCC</u>	<u>Brand Name</u>	<u>Size</u>	<u>Proof</u>	<u>Filing Type</u>
46-829	Ultimat Chocolate Vanilla	.75L	80	Special Order
46-831	Ultimat	.75L	80	Listed
46-888	Ultimat Black Cherry	.75L	80	Special Order

- A.V. Imports is now A.V. Brands. All billbacks should be sent to A.V. Brands, Inc., attention Danielle Bova, at the following address:

A.V. Brands, Inc.
 6450 Dobbin Road, Suite G
 Columbia, MD 21045

- Effective October 24, 2007, The Frank Pesce International Group Inc. is now **The Frank International Group L.L.C.**

HOLIDAY PACKAGES

Effective November 1, 2007, code 20-062 (B&B) has a retail shelf of \$30.45 and code 63-013 (B&B) has a retail shelf of \$29.95. These prices will remain in effect.

SPA: October/November

The **Gosling's Black Seal** Co-Pack (20-000) will be on SPA October/November to align with the regular listed product (49-125).

<u>Code</u>	<u>Regular</u> <u>CCLB</u>	<u>SPA</u>	<u>Adjusted</u> <u>CCLB (Oct / Nov)</u>	<u>Reduced NOV</u> <u>Retail</u>	<u>Reduced NOV</u> <u>MXB</u>
20-000	51.70	8.40	43.30	13.45	17.20
49-125	104.95	16.90	88.05	13.45	17.20