



**State of North Carolina**  
**ALCOHOLIC BEVERAGE CONTROL COMMISSION**

JONATHAN S. WILLIAMS  
 CHAIRMAN

4307 MAIL SERVICE CENTER  
 RALEIGH, NC 27699-4307

COMMISSION MEMBERS  
 A. D. "ZANDER" GUY, JR.  
 SURF CITY

MICHAEL C. HERRING  
 ADMINISTRATOR

(919) 779-0700  
 FAX (919) 661-5927

**MEMORANDUM NO. 2803**

**Bcc:** ABC Boards  
**Cc:** Brokers

**FROM:** Michael C. Herring  
 Administrator

**DATE:** January 13, 2011

**OFFICE CLOSINGS:**

The ABC Commission offices will be closed Monday, January 17, 2011, in observance of Martin Luther King, Jr. Day. ABC stores may opt to close or remain open.

**PRICE CORRECTIONS EFFECTIVE IMMEDIATELY:**

**Code 46618 Iceberg Vodka** price changes for the February 2011 quarter have been cancelled due to this product being discontinued.

The pricing will remain the same as the November 2010 pricing. RBP 19.95.

NC CODE	BRAND NAME	RBP	SIZE	PROOF	FILING TYPE
46618	Iceberg Vodka	19.95	.75L	80	Listed to Disc

MEMORANDUM NO. 2803

January 13, 2011

Page 2

**Continuation of price corrections:**

**Code 20440 Tequila Rose Valentine's Gift Set .75L**

**Pricing for November 1, 2010 should be as follows:**

<b>NC CODE</b>	<b>BRAND NAME</b>	<b>CASE COST</b>	<b>CASE W/ B&amp;S</b>	<b>RETAIL PRICE</b>	<b>MXB PRICE</b>
20440	Tequila Rose Valentine's Gift Set	65.88	67.83	20.95	24.70

**Pricing for February 1, 2011 should be as follows:**

<b>NC CODE</b>	<b>BRAND NAME</b>	<b>CASE COST</b>	<b>CASE W/ B&amp;S</b>	<b>RETAIL PRICE</b>	<b>MXB PRICE</b>
20440	Tequila Rose Valentine's Gift Set	56.19	58.14	17.95	21.70

**Those boards that received it at the wrong price will be sent debit memos by LB&B.**

**(For your convenience, ALL Memorandums are sent through e-mail and uploaded to the [abc.nc.gov](http://abc.nc.gov) website under the heading Local ABC Boards / Board memoranda.)**