



NEW PRODUCT INFORMATION GUIDE

OCTOBER 2017



The product information in this guide was provided by suppliers and does not represent the views of Virginia ABC. It should not be construed as an endorsement of any specific product.

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Glossary of Terms

OTB – One Time Buy	Seasonal – Can be reordered during the set date range.
Mini – the supplier is offering a mini. Supplies are limited. Same distribution as parent size.	Mini Monday - product is included in the initial listing of a new item. Vendor will provide 100 cases of the 50mls and deliver directly to the selected Virginia ABC stores.

Distribution

Limited Listing – usually for small/new suppliers, helps to grow the local market/region.	200 stores – for products & brands with broad appeal, suppliers choose stores.
100 stores – standard for new items, suppliers choose stores.	On-Line Ordering – available at abc.virginia.gov . Customers pay on-line and pick up at their store.

Bourbon



Westland American Oak Whiskey

Price: \$69.99 **Size:** 750mL **Proof:** 92 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Washington State

Product Code: 27940 **Distribution:** 100 stores

Description: This Malt Whiskey is distilled from Washington State barley and matured predominantly in new American oak casks in the steady, cool humidity of the west coast. The first sip confirms the creamy and rich fruit custard notes of the nose, adding an element of Rainier cherries, melting Swiss chocolate and a hint of almond. Extended tasting notes bring out bananas and cream with a hint of Turkish coffee.



Ragged Branch Bourbon - Wheated

Price: \$48.99 **Size:** 750ml **Proof:** 90 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Ragged Branch Distillery in Albemarle County, VA

Product Code: 27261 **Distribution:** Online or Special Order

Description: Located outside of Charlottesville, this Virginia distillery creates their distinctive mash bill using locally sourced grains and local water, making this wheat based bourbon smooth and flavorful. The remaining mash is fed to their cattle, whose meat is sold locally. Every aspect of Ragged Branch's distillery process attempts to reflect their conscientious stewardship of the land and their commitment to creating a true taste of the Commonwealth.



Bourbon



Ragged Branch Bourbon - Rye

Price: \$48.99

Size: 750mL

Proof: 90 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Ragged Branch Distillery in Albemarle County, VA

Product Code: 27256

Distribution: 50 stores

Description: Founded in 2010, this Virginia Distillery is committed to using local ingredients to create their unique mash bill. Local water from Ragged Branch that runs through the distillery property is used in the distillation process, making this bourbon a unique taste of the Commonwealth. Distilled and patiently aged, their straight bourbon rye is smooth and full-flavored.



Isaac Bowman Port Barrel Finished Bourbon

Price: \$39.99

Size: 750mL

Proof: 92 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: A. Smith Bowman Distillery in Fredericksburg, VA

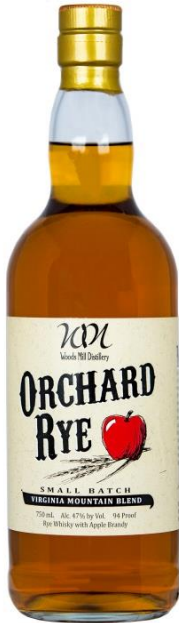
Product Code: 86623

Distribution: 100 stores

Description: This bourbon is aged for a number of years in new charred white oak barrels, then finished in used port barrels, many of which come from Virginian wineries. Caramel and spice notes from the charred white oak are elegantly combined with flavors of jam to create a deep taste. A smooth finish is attained from resting in the port barrels.



Bourbon



Wood Mills Orchard Rye Whiskey

Price: \$39.09 **Size:** 750mL **Proof:** 94 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Wood Mills Distillery in Faber, Virginia

Product Code: 86859 **Distribution:** 20 stores

Description: Woods Mill Distillery blends casks of Pure Apple Brandy with casks of Rye Whisky for a complex flavor. Orchard Rye brings out the smooth, barrel-aged softness of Rye and Apple in this one-of-a-kind spirit. Warm caramels and vanillas with hints of peppery Rye and tart Apple make Orchard Rye a front porch favorite.



Kopper Kettle Virginia Straight Bourbon

Price: \$29.99 **Size:** 750ml **Proof:** 92 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Belmont Farms in Culpeper, Virginia

Product Code: 28060 **Distribution:** 20 stores

Description: Kopper Kettle whiskey is a handcrafted single estate bourbon. Belmont Farms creates this "Grain to Glass" bourbon using their own farm-grown crops. This bourbon is made in a copper pot still and bottled on site. The bourbon has tasting notes of cacao, vanilla and caramel.



Bourbon/Brandy



Jack Daniels Rye Whiskey

mini

Price: \$27.99 **Size:** 750ml/50ml **Proof:** 90 proof

Shelf Placement: Bourbon and New Items

Product Origin: Tennessee

Product Code: 27181 **Distribution:** 250 stores

Description: As the newest addition to the Jack Daniels family, this well-rounded rye whiskey has an aroma enticing blend of sweet, soft fruit with an underlying rye, spice, and oak. The whiskey brings out a sweet caramel taste followed by a peppery rye finish. The taste is rich from start to finish!

Selected for Mini Monday on December 4th in 250 stores!



Montdomaine Pear Brandy

Price: \$42.19 **Size:** 375mL **Proof:** 80 proof

Shelf Placement: Brandy and New Items Section

Product Origin: Vinum, LLC in Charlottesville, Virginia

Product Code: 56748 **Distribution:** Online or Special Order

Description: This hand-crafted "eau-de-vie" is made in southern Albemarle county at one of the earliest producing farm wineries in the region. The pears used in this brandy are estate-grown and give the brandy its authentic fruit flavor. A fusion of juicy, sweet pears and the smooth taste of brandy make for a refreshing drink.



Brandy/Cordials



Paul Masson Mango Grande Amber ***mini***

Price: \$12.59 **Size:** 750ml/50ml **Proof:** 54 proof

Shelf Placement: Brandy and New Item Section

Product Origin: New York State

Product Code: 56768 **Distribution:** 100 stores

Description: A fusion of smooth tasting Paul Masson brandy and fresh, juicy, golden mango. The tropical and floral notes will have you feeling like you are relaxing on a beach.

Use: Best served neat or on the rocks .



Vitae Spirits Anisette

Price: \$38.99 **Size:** 750ml **Proof:** 80 proof

Shelf Placement: Cordials and New Item Section

Product Origin: Vitae Spirits in Charlottesville, Virginia

Product Code: 85336 **Distribution:** Online or Special Order

Description: Anisette is predominantly flavored by the “licorice”-flavored essential anethole elaborated from anise seed. It is reminiscent of European anisettes that have a relatively high alcohol content with less sugar, which allows the herbal qualities to shine. With a slight touch of citrus, this anisette is perfect mixed with Water, on the rocks or in a cocktail!



Cordials



Vitae Spirits Orange Liqueur

Price: \$38.99

Size: 750mL

Proof: 80 proof

Shelf Placement: Cordial and New Item Section

Product Origin: Vitae Spirits in Charlottesville, Virginia

Product Code: 86598 **Distribution:** Online or Special Order

Description: Made by the family owned and operated distillery in Charlottesville, Vitae Distillery sources hardy orange zest collected from trees around Charlottesville to use in this Orange Liqueur. These sweet oranges and touch of spices add balance and complexity to this orange liqueur.

Uses: It can be served neat, or be added to mixed drinks to give it a orange zest.



Curo Coffee Liqueur

Price: \$29.99

Size: 750mL

Proof: 40 proof

Shelf Placement: Cordial and New Item Section

Product Origin: Chesapeake Bay Distillery in Virginia Beach, VA

Product Code: TBD

Distribution: Online or Special Order

Description: This coffee liqueur is a collaboration of Chesapeake Bay Distillery and baristas from a local Norfolk coffee shop. They experimented with spirits to use in coffee drinks. Eventually, they came up with this unique coffee liqueur made with cold brewed coffee, infused with rum and naturally sweetened.

Uses: Pour in your coffee or use in or on your next dessert!



Cordials/Gin



Pavan Liqueur

Price: \$29.99

Size: 750mL

Proof: 36 proof

Shelf Placement: Cordials and New Item Section

Product Origin: France

Product Code: 66158

Distribution: 100 stores

Description: Derived from the Latin word “Pavo”, which means Peacock, Pavan gets its name from the classic Pavan dance. This dance, known as the “dance of the Peacock”, was popular in the South of France during the Renaissance (16th century) period. Pavan liquor is made from Muscrat grape and has a touch of orange blossom from the South of France. It is then aged for two years in century old oak casts. Pavan has a long, complex finish with a ripe crispness and fruitiness.



Drumshanbo Gunpowder Irish Gin

Price: \$42.99

Size: 750mL

Proof: 86 proof

Shelf Placement: Gin and New Item Section

Product Origin: Ireland

Product Code: 28465

Distribution: 100 stores

Description: This distillery uses medieval copper pot stills and fuses oriental botanicals with those local to Ireland. The 100% grain neutral spirit is made using Gunpowder Tea that has been slowly dried, then carefully rolled into shiny pellets. This gives it a slight spicy freshness to the bold and bright gin.

Moonshine



Virginia Heritage Honey Rye Moonshine

Price: \$27.49

Size: 750mL

Proof: 100 proof

Shelf Placement: Moonshine and New Item Section

Product Origin: Stone Mountain Distillery in Lebanon, Virginia

Product Code: TBD

Distribution: Online or Special Order

Description: This Virginian distillery uses a time-honored rye recipe and incorporates seasonal honey from Russell County, Virginia. The Honey Rye moonshine provides the flavorful spiciness from Stone Mountain's unaged rye and adds a complex sweetness to both the nose and finish. This is not a honey liquor but a traditional spirit, giving you a moonshine experience with a honey sweetness.



Virginia Heritage Unaged Rye Moonshine

Price: \$24.99

Size: 750ml

Proof: 100 proof

Shelf Placement: Moonshine and New Item Section

Product Origin: Stone Mountain Distillery in Lebanon, Virginia

Product Code: TBD

Distribution: Online or Special Order

Description: Using a blend of only the finest quality grains and cane sugar, this Virginia distillery uses a traditional moonshine recipe and distilling methods to make their moonshine. Even at 100 proof, the richness and spice from the Rye combined with their traditional distilling methods provide a spicy yet unexpected smooth taste.



Scotch



Ardbeg An Oa

Price: \$62.99 **Size:** 750mL **Proof:** 80 proof

Shelf Placement: Scotch and New Item Section

Product Origin: Islay, Scotland

Product Code: 4185 **Distribution:** 25 stores

Description: The southern-most point of Islay is the Mull of Oa, the rounded headland that shelters Ardbeg from the wild Atlantic. There the whiskey is married together from several different casks. The result is a smoky, sweet, and singularly rounded Islay Single Malt Scotch Whiskey.



Shackleton Malt Whiskey

Price: \$34.99 **Size:** 750mL **Proof:** 80 proof

Shelf Placement: Scotch and New Item Section

Product Origin: Scotland

Product Code: 6052 **Distribution:** 100 Stores

Description: This malt whiskey is a re-creation of the scotch shipped to Antarctica in 1907 by explorer Ernest Shackleton. Unopened crates of this scotch were discovered in 2007. More than 20 single malt whiskeys have been expertly blended and aged to match Shackleton's lost scotch. This malt scotch whiskey has an initial wave of treacle toffee, molasses, sultanas, freshly baked crust bread, mango cake, and oolong tea.

Vodka



Ciroc French Vanilla Vodka

mini

Price: \$29.99

Size: 750ml/50ml

Proof: 70 proof

Shelf Placement: Vodka and New Item Section

Product Origin: France

Product Code: 64939

Distribution: 150 stores

Description: This vodka is gluten-free and distilled from fine French grapes in the South of France. This vodka is distilled five times, then infused with French vanilla and other natural flavors.

Selected for Mini Monday on November 6th in 150 stores!



Deep Eddy Orange Vodka

mini

Price: \$18.99

Size: 750ml/50ml

Proof: 70 proof

Shelf Placement: Vodka and New Item Section

Product Origin: Texas

Product Code: 36606

Distribution: 250 stores

Description: Deep Eddy Vodka is named after the oldest spring-fed swimming hole in Texas. This refreshing orange vodka is made with real oranges grown by farmers across America. It is distilled ten times and is naturally gluten free. Deep Eddy uses a propriety blend of juices to deliver a fresh nose and the taste of fresh squeezed orange juice.

Selected for Mini Monday on October 2nd in 250 stores!

Virginia Wine & Size Extensions



Trump Cabernet Sauvignon 2015

Price: \$23.99 **Size:** 750ml **Proof:** 27.8 proof
Shelf Placement: Virginia Wine and New Item Section
Product Origin: Trump Winery in Charlottesville, Virginia
Product Code: 917276 **Distribution:** 60 stores

Description: From the largest vineyard in the commonwealth comes this new addition to the Trump Line. This Cabernet was hand harvested, hand sorted, and then aged in French Oak for nine months before bottling. Dark fruit flavors of plum and blackberry as well as hints of toffee and dark chocolate make this full bodied red balanced and silky.



Tin Cup Mountain Whiskey - Size Extension

Price: \$59.99 **Size:** 1.75L **Proof:** 84 proof
Shelf Placement: Bourbon and New Item Section
Product Origin: Colorado
Product Code: 27884 **Distribution:** 100 stores

Description: Tin Cup whiskey is a high rye bourbon-style whiskey that was aged in #3 char barrels. Using rocky mountain spring water, Tin Cup tops its bottles with a tin cup for you to drink from, just as the miners who used them. With a rye spice factor, brown sugar, a smidge of barrel spices, this whiskey has a finish that is warming and pleasant.

Size Extensions



Basil Hayden's Bourbon - Size Extension

Price: \$24.99 **Size:** 375ml **Proof:** 80 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Kentucky

Product Code: 16673 **Distribution:** 100 stores

Description: Basil Hayden's is the lightest bodied bourbon whiskey in the family of Jim Beam small batch bourbons. It is 80 proof in contrast with its three sibling brands of higher proof (Knob Creek, Booker's, and Baker's). Hayden was an accomplished distiller and used a larger amount of rye in his mash. When Beam Industries introduced their "small batch" collection, among the four was "Basil Hayden's", which supposedly uses a mash similar to that originally utilized by Hayden back in 1792.



Jim Beam Black Bourbon - Size Extension

Price: \$12.99 **Size:** 375ml **Proof:** 86 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Kentucky

Product Code: 19029 **Distribution:** 100 stores

Description: This premium 86-proof, extra aged bourbon spends twice as long in white oak barrels than original Jim Beam. It's those extra years of aging that give Jim Beam Black its full bodied flavor with smooth caramel and warm oak notes.

Size Extensions



Jim Beam Apple Bourbon - Size Extension

Price: \$9.99 **Size:** 375ml **Proof:** 70 proof

Shelf Placement: Bourbon and New Item Section

Product Origin: Kentucky

Product Code: 22782 **Distribution:** 100 stores

Description: Apple liqueur blended with Jim Beam Kentucky Straight Bourbon Whiskey. The flavor is tart and crisp. The juicy apple compliments light caramelized notes from the bourbon.

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Dusse VSOP - Size Extension

Price: \$17.99 **Size:** 200mL **Proof:** 80 proof

Shelf Placement: Cognac and New Item Section

Product Origin: France

Product Code: 47861 **Distribution:** 100 stores

Description: Naturally aged at least four and a half years in the cellars of France's Chateau de Cognac, Dusse VSOP Cognac emerges as a bold, full-bodied blend that arouses the palate. On the nose, it reveals a powerful bouquet, rich in woody notes that are layered with touches of cinnamon and floral notes. It is distinctively and unexpectedly smooth, with each taste, you savor hints of spices, almond and cinnamon. Subtle accents of honey and dried fruits are the finale in this cognac.

Tequila



Sauza Hornitos Tequila Reposado—Size Extension

Price: \$14.99 **Size:** 375ml **Proof:** 80 proof

Shelf Placement: Tequila and New Item Section

Product Origin: Jalisco, Mexico

Product Code: 89834 **Distribution:** 100 stores

Description: This Reposado rests for two months in large oak vats to ensure minimal contact with the wood. That gives it a livelier agave taste with a smoky finish, making this tequila a full-bodied spirit. This balanced agave has apple and herbal notes. With a distinct, smoky finish, this tequila makes for a full-bodied spirit.



Lunzaul Tequila Blanco—Size Extension

Price: \$9.99 **Size:** 375ml **Proof:** 80 proof

Shelf Placement: Tequila and New Item Section

Product Origin: Jalisco, Mexico

Product Code: 80024 **Distribution:** 100 stores

Description: Made out of 100% agave, this tequila is estate grown, distilled and bottled. Lunzaul Blanco is crystal clear with hints of hot pepper and smooth hints of eucalyptus. This tequila has a minty freshness and ripe fruit tones. The result is a tequila with a refreshing, citrus-crisp finish.

Mini Mondays

Mini Monday Promotion Information

Goal: To provide an incentive for customers to try a new product and increase the transaction amounts. Mini Monday will be offered the first Monday of every month in select Virginia ABC stores. Marketing will provide support materials in-store and on-line.

Plan: With a \$25 minimum purchase of spirits or wines, customers will receive a complimentary select mini. While supplies last!

- Virginia ABC can only offer Mini Monday in stores where the product is attached.
- Marketing will notify stores of their participation.
- Vendors will mark promo bottles “Not For Resale” and deliver directly to stores.
- Vendor can begin delivery to select stores on the 15th day of the month prior.
- Stores must sign confirmation of receipt document upon delivery by vendor rep.
- After confirming receipt, put 50mls in back storage room until the Mini Monday.
- Stores **do not** receive the product into their store inventory.
- Encourage customers to achieve the \$25 min with suggestive selling techniques.
- Reference POS instructions for store staff on how to ring up Mini Monday 50mls.

October 2nd – Deep Eddy Orange Vodka - 250 stores

November 6th – Ciroc French Vanilla Vodka - 150 stores

December 4th – Jack Daniels Rye Whiskey - 250 stores