



MillerCoors™

Saturday Lunch

Calamari with Remoulade – *SOL*

Mixed greens salad with raspberries, blueberries and honey glazed pecans, feta cheese with raspberry-rhubarb vinaigrette – *Crispin Rose*

Chicken & Waffle – Pearl sugar waffle topped with coconut breaded chicken and pineapple salsa – *Mango Wheat*

Pomegranate Cheesecake – *Leinenkugel's Creamy Dark*



World Class Wines Saturday Dinner

Spinach Salad – spinach, feta, red onions, red peppers, pecans and hot bacon dressing

Beef Short Ribs

Spinach & Mushroom roulade with Mornay sauce

Gouda Mashed Potatoes

Green Beans

Warm Dinner Rolls & Butter

Chocolate Lava Cake

Wines

Butter Chardonnay

Louis Jadot Beaujolais Villages

Taylor Fladgate Bin 27 Port



TRINCHERO
Family Estates

Sunday Around the World Dinner Buffet

Irish

Corned Beef & Cabage, Roasted Potatoes & Carrots, Colcannon Soup, Rosemary & Onion sourdough

BBQ

BBQ Brisket, Watermelon, Corn Casserole, Coleslaw

BYO Taco Station

Pulled Pork, Shrimp, Tortillas, Pico DeGallo, Sour Cream, Salsa Verde, Salsa, Shredded Lettuce

Dessert

Chocolate Fudgy Wudgy Cake, Lemon Berry Marscapone, Sticky Toffee Bunt Cake

Cocktails & Wine

Tres Agaves Margaritas, and Sugar Island Rum Island Time cocktails

Irish- Joel Gott CA Pinot Noir

BBQ: Folie a Deux Zinfandel

BYO Taco: 2017 Charles & Charles Rosé

Dessert: Terra d'Oro Zin Port



Monday Wing Buffet Lunch

Garden salad with choice of dressing

Boneless – Rose City BBQ

Plain Breaded
Spicy Breaded

Traditional tossed 3 ways: Bufflao, Korean BBQ Sweet Baby Ray

Potato Wedges

Bleu Cheese & Ranch Dressing
Celery Sticks

Beers Served

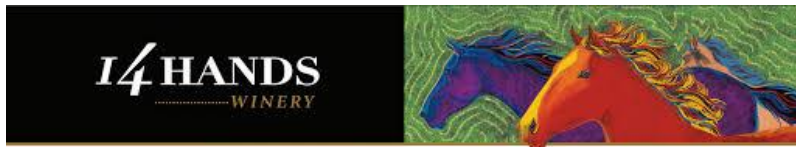
Schell's Fort Road Helles

Schell's Citra Blanc

Schell's Firebrick



MMBA Annual Conference Kentucky Derby Celebration
Featuring 14 Hands Wine & Maker's Mark Mint Julips!!
Monday Night Dinner – April 30, 2018



Spring Green Salad – Mixed greens, shredded carrots, peas,
with Lemon Dill Vinaigrette

Southern Potato Salad

Pimento Deviled Eggs

Mini Hot Browns

Bacon Mac & Cheese

Bourbon Glazed Ribs (dured & smoked)

Whipped Sweet Potatoes

Southern Biscuits with Butter

Blackberry Cobbler with Whipped Cream

Pecan Pie

MAKER'S MARK® MINT JULEP

The quintessential cocktail of the South, the classic Mint Julep wears many hats. Perfect for sitting on the porch or cooling off on a hot summer night, this Maker's Mark® Mint Julep recipe combines fresh mint with simply a splash of water and powdered sugar for a refreshingly sweet spring or summer cocktail

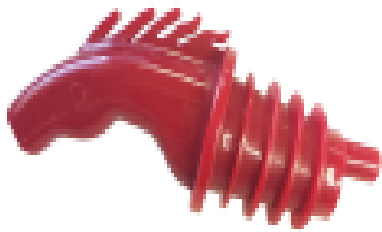
- 1 ½ part Maker's Mark® Bourbon
- Fresh Mint
- 2 tbs Simple Syrup
- 1 splash distilled water
- Powdered sugar

Mix together simple syrup muddled with mint, Maker's Mark® Bourbon and distilled water. Fill glass with crushed ice and pour mixture over top. Sprinkle top of ice with powdered sugar. Garnish with a mint sprig.



Programming Offered through Southern Glazers

- Purchase 1 case MM receive 3 bottle MM 46 N/C + POS
- 15 Accounts to run MM Derby features
- Must have printed MM Derby specials
- Account receives Derby POS
 - 36 Mint Julep Cups - 12 oz.
 - 20 Derby Hats
 - 5 Horse Pour Spouts
 - 25 Label Pins -





CRUZAN

THE DON'T HURRY RUM



APRIL, MAY, JUNE PROGRAMMING

1L Summer Deal

M&M any 12btl of Cruzan Rum Family,
receive 3btl Cruzan of choice n/c
PLUS Bar Kit

Bar Kit Qtys:

Sunglasses – 25,
Bar Railmat - 2

Drink Bucket With Recipes – 125,
Men's T-Shirt – 6,
Women's Tank Tops - 6

Limit 1 Bar Kit Per account.
20 Bar Kits Available.
First Come First Served.

Programming Available through Johnson Brothers



Cruzan Drink Strategy – Priority Recipes

CRUZAN® CONFUSION

- 1 part Cruzan® Coconut Rum
 - 1 part Cruzan® Mango Rum
- Splash of pineapple juice
Combine over ice and serve



CRUZAN® BAY BREEZE

- 2 parts Cruzan® Aged Light Rum
 - 1 parts Pineapple juice
 - 1 part Cranberry Juice
- Combine all ingredients together with ice.



Cruzan Drink Strategy – Priority Recipes

CRUZAN® VOODOO HURRICANE PUNCH

- 1 part Cruzan® Aged Dark Rum
- 1 part Cruzan® Vanilla Rum
- 1 part Cruzan® 151 Proof Rum
- 2 parts Orange Juice
- 3 parts Pineapple Juice
- ½ part Grenadine
- 1 Fruit Wedge

Combine all ingredients. Mix Well. Fill to top with ice. Garnish with fresh fruit wedge.



PEACH MOJITO

- 1 part Cruzan® Aged Light Rum
- 1 part DeKuyper® Peachtree®
- ½ part simple syrup
- ½ part lime juice
- 1 part carbonated water
- Mint leaves

Muddle mint leaves with lime juice and simple syrup in glass or pitcher.

Add Cruzan® Aged Light Rum, DeKuyper® Peachtree® Schnapps, and ice. Stir gently & top with carbonated water.



CRUZAN
THE DON'T HURRY RUM



CRUZAN



THE DON'T HURRY RUM

ABOUT CRUZAN® RUM

As a leader in flavored rum, Cruzan® has perfected the development of the most robust line of natural fruit- rums.

Variety and choice will increase velocity and profit potential., and Flavors are an opportunity to introduce consumers new to spirits to Cruzan® Rum.

Cruzan® brings new flavors for mixology opportunities for the on-premise, and incremental basket ring opportunity in the off-premise.

Superior mixability means higher consumer satisfaction and sales by using Cruzan® Flavors in all of your rum cocktails such as Mojitos, Daiquiris and I+Is.



APRIL PROGRAMMING

1.75L Deep Deal

5cs M&M all 1.75L,

receive 1cs of Light 1.75L n/c

250cs of Light 1.75L w/ 2 50-ml Hitchhikers available

750ml/1L Deep Deal

3cs 1L M&M all types, receive 1cs Light 1L n/c

3cs 750ml M&M all types, receive 1cs Light 750ml n/c

Loader

Account to purchase 5cs of 1.75L and display, receives a Cruzan Floating Cooler

24 coolers available - Limit 1 per account/chain/buying group

Programming Available through Johnson Brothers



Sauza AGUA FUERTE™

SPIKED SPARKLING
WATER
WITH SAUZA® TEQUILA

INTRODUCING SAUZA AGUA FUERTE™

Sauza Agua Fuerte™ is a Ready-to-Drink, Spiked Sparkling Water that's made with Sauza® Silver Tequila, natural fruit essence, and no artificial sweeteners for a slightly sweet, refreshing cocktail. Sauza Agua Fuerte™ separates itself from the rest of the Spiked Sparkling Water segment with a tequila spirit base and more flavor-forward taste profile with less than 115 calories per can.



CONTAINS ALCOHOL

THE OPPORTUNITY

- ❑ The US RTD category is \$3.9BN and growing¹
- ❑ Tequila is one of the fastest growing spirits categories, up +9% 2017 and projected to continue growing through 2021¹
- ❑ Spiked Sparkling Water segment grew over 9x in 2017³ capitalizing on sustainable consumer trends of convenience and refreshing low-alcohol cocktails.
- ❑ Sauza® brand endorsement is distinctive in the segment, driving tequila content awareness and elevating quality perceptions.



PRODUCT DETAILS

DESCRIPTION Clear, sparkling water with a touch of sweetness from natural fruit essence. Sauza® Spiked Sparkling Water delicately balances a fruit forward flavor with hints of fresh agave.

FLAVORS Lime, Grapefruit, Mango

SIZES 355mL (12oz) slim cans - available in 4-pack cartons (can be deconstructed for single can sales)

SUGGESTED PRICING

4-pack | \$11.99

Single Can Off Premise | \$2.99

Single Can On Premise | \$6.00

ABV/PROOF 5%/10

UPC | SCC DETAILS

CONFIG: 4-Packs x 6 per Case		
Lime	080686850137	10080686850134
Grapefruit	080686850113	10080686850110
Mango	080686850144	10080686850103

Single Can UPCs	
Lime	080686850090
Grapefruit	080686850083
Mango	080686850106

KEY TALKING POINTS

- Sauza Agua Fuerte™ appeals to the growing spiked sparkling water consumer base with less than 115 calories per can, natural fruit flavor and no artificial sweetener



- Launch flavors Lime, Grapefruit and Mango fit with market trends; all three flavors have grown in on-premise menu penetration over the last 4 years²
 - Lime
 - The most popular on-premise cocktail flavor with 65% menu penetration and +26% growth in the last 4 years²
 - The largest flavor in the Spiked Sparkling Water segment with 40% share¹
 - Grapefruit
 - The fastest growing flavor in on-premise cocktail menus²
 - The 4th largest flavor in the Spiked Sparkling Water segment with 3 consecutive years of double digit growth² and 8x dollar gains in RTDs last year¹
 - Mango
 - Cocktail menu penetration up +9% in the last 4 years²
 - Key flavor for Hispanic consumer adoption that fits perfectly with tequila base

SUGGESTED SHELVING TARGETS

Option 1: Within Spiked Seltzer/FMB segment

- Eye level shelf or above
- Target adjacencies - Spiked Seltzer segment leaders White Claw and Truly
- Aggressively target cold box placements

Option 2: Within RTD/RTS segment

- Top shelf placement
- Target adjacencies – canned, single serve, refreshment style RTS items
- Aggressively target cold box placements

Additional Considerations:

- Look for prime cold box placement opportunities within RTD set for 4-packs and individual cans
- Where applicable, include Agua Fuerte individual cans in RTD/beer mix & match 6-pack offers
- Where legal, secure secondary placement in counter refrigerators



NUTRITIONAL FACTS



Calories: 112
Carbs: 3.6g
Fat: 0g
Sugar: 3.5g



Calories: 114
Carbs: 1.3g
Fat: 0g
Sugar: 1.2g



Calories: 114
Carbs: 2.1g
Fat: 0g
Sugar: 2.0g

LAUNCH PROGRAMMING

- M&M any 3cs SZ Agua Fuerte, receive 1cs n/c of choice
- Programming offered through SGWS-MN

Introducing Jim Beam Cola and Ginger RTD's



The Idea/Concept

The importance of the ready-to-drink offering is growing, as consumers are looking for portable/pre-made Jim Beam cocktail options to complement their tailgating activities.

With Jim Beam Ready-to-Drink Cola and Ginger Ale options, you can enjoy a perfectly mixed Jim Beam long drink with a single grip. Simply chill, open and enjoy.

This RTD will drive incremental sales in the off-premise and in-stadium locations across the country

- **Sizes:** 355ml, 6 cans per pack, 4 packs per case
- **Suggested Retail:** \$11.99 per 6 pack, \$8.99 feature
- **Proof:** 5% ABV
- **UPC Info: Different UPCs for 6-pack & Cans**
 - Cola 6-pack: 080686307679
 - Cola Can: 080686306016
 - Ginger Ale 6-pack: 080686307662
 - Ginger Ale Can: 080686307013

Key Details

Launch Programming

Programming:

- M&M any 3cs JB RTD, receive 1cs n/c of choice
- Programming Offered through SGWS-MN

Jim Beam + Cola



Jim Beam + Ginger



HORNITOS® CRISTALINO

Hailing from Tequila, Jalisco in Mexico, Hornitos® Tequila (named after the “little ovens” used to roast agave) was introduced to the world in 1950 by our founder Don Francisco Javier Sauza in honor of Mexican Independence Day.

Triple-distilled for a smooth liquid which is rested in American white oak barrels for at least 12 months.

We then apply a charcoal filtration process that gently extracts the color and rounds the oak flavor, uncovering bright and herbal agave notes, while still maintaining the warmer, sweeter notes from the Añejo

This produces a perfect balance between the fresh herbal Plata profile while maintaining the character typical of a complex, sweeter barrel-aged Añejo.



PRODUCT DETAILS

- **Description:** 100% Agave Añejo Tequila
- **Proof:** 80
- **Suggested Price:** \$29.99
- **Size:** 750 ml

TASTING NOTES

- **Color:** Crystal clear
- **Aroma:** Bright agave, sweet with honey and floral notes
- **Taste:** Well-balanced with vanilla and butterscotch wrapped in toasted wood coming from a maturation period of more than a year in American white oak casks
- **Finish:** Mild warmth, flavor is sweet with velvety finish



SELLING POINTS

- Within Mexico, Cristalino Tequilas have rapidly shifted from emerging to established in just 5 years, growing from only 2% to nearly 1/3 of Super Premium Tequila volume.¹ Cristalino's are also gaining momentum in the US growing +37%² on a smaller base.
- Tequila in the U.S. is driving growth of Super Premium Spirits. Tequila is one of only 3 categories that gained share of Premium and above price segment of Total Spirits over the past 3 years³.
- Hornitos® Cristalino is an añejo tequila, gently filtered after aging. This produces a perfect balance between the fresh herbal Plata profile while maintaining the character typical of a complex, sweeter barrel-aged Añejo
- Highly approachable, versatile & currently the only Premium Cristalino on the market offering consumers a high-quality liquid at an approachable price point.

DRINK STRATEGY

- Hornitos® Cristalino is best sipped neat or on the rocks however it's also excellent balanced in cocktails



HORNITOS® Cristalino & Club Soda

- 1 part Hornitos® Cristalino Tequila
- 3 parts Club Soda

Build in order over ice in a tall glass, stirring once after adding soda. Garnish with a fresh lime or grapefruit wedge.

SUGGESTED SHELF GUIDELINES

- Position Hornitos® Tequila family at eye level
- Place Hornitos® Cristalino to the right of Hornitos® Black Barrel®

UPC/SCC DETAILS

750ml

UPC: 080686835806

SCC: 10080686835803



LAUNCH PROGRAMMING - OFF-PREMISE

Buy 2 bottles (or 1cs), receive 1 bottle n/c

LAUNCH PROGRAMMING - ON-PREMISE

Buy 1 bottle, receive 1 bottle n/c of Plata, Repo or Cristalino



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Hornitos® Cristalino Tequila, 40% alc./vol. ©2018 Sauza Tequila Import Company, Chicago, IL

****PROGRAMMING OFFERED THROUGH SGWS-MN****



A CRISP NEW TAKE ON A SMOOTH CLASSIC

With flavors out-pacing category growth rates in standard whisky, Canadian Club® Apple brings an opportunity to capitalize on the trend with an alternative to Crown Royal® in the segment. Beyond this, CC Apple offers a whole new way for Canadian Club® loyalists to enjoy their favorite whisky, and its approachability opens a new door to usher in new whiskey consumers.

- From 2012 to 2016, nearly all growth in the Canadian whisky category has come from flavors.¹
- On premise sales for flavored Canadian whisky is nearly double that of non-flavored whisky (32% vs. 17%).¹
- Industry leading whisky brands such as Jim Beam® Bourbon, Jack Daniel's® Tennessee Whiskey, and Crown Royal® Canadian Whisky, report meaningful volume and dollars from flavor innovations.¹
- Crown Royal® Apple is a significant part of the Crown Royal® franchise (29% of L52W \$ in Nielsen², 27% of IWSR volume in 2016¹).
- Canadian Club® Apple will also appeal to consumers who love flavored spirits or those specifically interested in apple flavors across spirits categories.

1. IWSR Global Data 2012-2016
2. Nielsen Total xAOC+, \$ Volume, 52 WE 12/29/17
All trademarks are property of their respective owners.

PRODUCT DETAILS

Description: Apple liqueur infused with blended Canadian whisky

Proof: 35% ABV/VOL (70 Proof)

1LT

UPC: 080686818229

TASTING NOTES

Color: Soft amber

Aroma: Fresh apple

Taste: Crisp green apple with warm bakery notes and hints of caramel

Finish: A light whisky finish

DRINK STRATEGY

Canadian Club® Apple has a core drink strategy of simple +1 mixed cocktails and chilled shots. But with the popularity of the apple flavor profile, we are also providing additional shot and cocktail recipes for those interested in further exploring the crisp taste.



CC™ APPLE BUTTER SHOT

- 4 parts Canadian Club® Apple
- 1 part DeKuyper® Buttershots® Liqueur

Shake with ice, and strain into a chilled shot glass.



CC™ SPARKLING APPLE-INI

- 2 parts Canadian Club® Apple
- 3/4 part fresh squeezed lemon juice
- 3/4 part honey syrup
(Mix 2 parts honey with 1 part water)

Shake over ice, fine strain into a coupe glass and top with prosecco.



CC™ APPLE GINGER TART

- 2 parts Canadian Club® Apple
- 1 part sour mix
- 2 parts ginger ale

Build over ice in a Collins glass.



CC™ APPLE CHILLED SHOT

- 1 part Canadian Club® Apple

Shake Canadian Club® Apple with ice, and strain into a chilled shot glass.

LAUNCH PROGRAMMING – OFF-PREMISE

Buy 3btl 1L,
receive 1 sleeve 50ml n/c.

Buy 1cs 1L,
receive 1btl CC 1.75L n/c
PLUS receive 2 sleeves 50ml n/c.

Buy 3cs 1L,
receive 3btl CC 1.75L n/c PLUS
6 sleeves 50ml n/c PLUS 2hr Tasting

LAUNCH PROGRAMMING – ON-PREMISE

Buy 1btl CC Apple,
receive 1btl of Windsor Canadian n/c

Canadian Club

PROGRAMMING OFFERED THROUGH SGWS-MN

2014 Moscato

Columbia Valley

This light, smooth Moscato has aromas of white rose and ripe honeydew that are followed by flavors of peach and tangerine. While lightly sweet at first, ample acidity lends balance, keeping the wine bright and fresh.



14 HANDS
.....WINERY

Brut

Columbia Valley • Varietals could include Chardonnay, Riesling, Chenin Blanc, Pinot Blanc, Pinot Gris, Pinot Meunier or Pinot Noir

Our 14 Hands sparkler has delicate flavors of apples and citrus with lively acidity, which makes it a perfect match for a variety of appetizers and entrees.



14 HANDS
.....WINERY

2014 Riesling

Washington State • 100% White Riesling

This crisp Riesling shows bright flavors of apple, pear and apricot with an ideal balance of minerality and acidity, ending with an intriguing sweet, yet tart finish.



14 HANDS
.....WINERY

2015 "Hot to Trot" White Wine Blend

Washington State • Predominately Chardonnay and Riesling with small amounts of other varieties like Sauvignon Blanc, Semillon and Pinot Gris

This vibrant white blend sports apple, pear and melon aromas complemented by citrus and floral notes. Ripe white fruit flavors are repeated on the palate, joined by hints of sweet lemon and balanced by crisp acidity, ending with a juicy finish.



14 HANDS
.....WINERY

2017 Rosé

Columbia Valley • 82% Syrah, 10% Merlot, 4% Cabernet Sauvignon, 2.5% Cinsault and 1.5% Grenache

This Syrah-based Rosé opens with delicate aromas of rose petals and rhubarb. Refreshing flavors of melon and strawberries are followed closely by a kick of citrus in the finish.



14 HANDS
.....WINERY

2016 "Run Wild™" Juicy Red Wine Blend

Columbia Valley • 75% Syrah, 13% Mourvedre, 7% Grenache, 3% Viognier, 2% other varieties

Juicy and fruit-forward, 14 Hands Run Wild showcases a vibrant blend of red grape varieties with flavors of ripe blueberries, black currants and black raspberries. Soft tannins, lively acidity, and a lingering finish allow for endless pairing options.



14 HANDS
.....WINERY

2015 "Hot to Trot" Smooth Red Wine Blend

Columbia Valley • Predominately Merlot and Syrah with seven other varietals in smaller quantities

This polished red wine offers aromas of cherry, red currant and tea. Flavors of cherries, ripe berries and plums, supported by a frame of refined tannins, give way to subtle notes of baking spice on a persistent finish.



14 HANDS
.....WINERY

2013 Merlot

Columbia Valley • 95% Merlot, 2% Syrah, 3% other select varietals

This round, structured Merlot is packed with rich flavors and aromas of blackberry, plum, cherry and mocha. Balanced in style, the wine is soft, approachable and food friendly.



14 HANDS
.....WINERY

2014 "Stampede" Bold Red Wine Blend

Columbia Valley • Syrah, Merlot, Viognier, Cabernet Sauvignon, and Mourvèdre

This robust red blend kicks things off with aromas of spice and cedar, leading to flavors of cola and cherry. A lighter oak regimen shows off the wine's unique characteristics, including lively acidity and a dramatic enduring finish.



14 HANDS
.....WINERY

2015 Kentucky Derby® Limited Release Red Wine Blend

Columbia Valley • 49% Cabernet Franc, 38% Merlot, 10% Petit Verdot, 3% Malbec

This opulent red blend showcases juicy Washington fruit character with aromas of blackberries and plums with subtle hints of chocolate and pepper. Flavors of dark berries and cocoa, supported by plush tannins, give way to a long-lasting, persistent finish.



14 HANDS
.....WINERY

2015 Cabernet Sauvignon

Columbia Valley • 89.5% Cabernet Sauvignon, 6.5% Merlot, 2% Syrah, 2% other select varieties

The 14 Hands Cabernet Sauvignon is a rich, juicy red that features aromas of dark cherry, black currant, coffee and subtle hints of spice. These flavors are complemented by a touch of spicy oak and emphasized by refined tannins.



14 HANDS
.....WINERY