

From: Vanny Chhan
Sent: Friday, August 07, 2015 7:21 AM
To: Vanny Chhan <Vanny.Chhan@wirtzbev.com>
Subject: Food Pairing Friday Tip

Happy Friday! Every week, I'll be sending out food pairing tips. Please let me know if you're enjoying these or not, and any feedback is greatly appreciated! This month, the focus is tequila. Hope you like this first one☺

Food Pairing Tip

As blanco tequilas are bottled right after distillation, there's no influence from ageing in barrels; that's why the colour is clear and you get the true flavours of the agave plant from which it's made. Try sipping Don Julio Blanco with your next serving of **ceviche, chips and salsa, or a salad with a light vinaigrette dressing**. The hints of citrus and the light, sweet agave flavour pair very well with **food high in acidity or spicy seafood**. You'll find that it's a great introduction and isn't overwhelming.



PRODUCT DESCRIPTION	SIZE	CSPC #	UNITS / CASE	WHOLESALE PRICE*	LICENSEE PRICE*
DON JULIO® Blanco	750mL	77321	6	\$59.75	\$71.99

Always good in a mixed drink, but best on the rocks or neat.

Please let me know if you have any questions. Have a great weekend!

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From: Vanny Chhan
Sent: Friday, September 11, 2015 3:38 PM
To: Vanny Chhan <Vanny.Chhan@wirtzbev.com>
Subject: Food Pairing Friday Tip: Bourbon

Happy Friday! Let's head over to Kentucky for a couple of weeks. Bourbon is HOT right now. And Bulleit Bourbon is on trend, experiencing over 41% growth in the last 12 months compared to the same period the previous year in Richmond, New West, Ladner, Tsawwassen combined. (Based on July Cognos data)

Food Pairing Tip

Someone asked me the other day what I mix Bulleit with. I offered up a typical drink, but quickly followed with, "Actually, on its own is really good." As us industry folk know, quality spirits require no mixing. And as you know, the right spirit will enhance your gastronomic experience.

When you think of Bourbon, do you ever think of enjoying it with chocolate? Try it! Because of the high rye content, Bulleit offers some spiciness and with notes of vanilla, nutmeg and toffee, it begs to be sipped neat with a piece of chocolate. On top of this, there's a long smooth finish, lengthening the taste bud party in your mouth.



PRODUCT DESCRIPTION	SIZE	PRODUCT #	UNITS / CASE	WHOLESALE PRICE*	LICENSEE PRICE*
BULLEIT® Bourbon	750ml	774273	12	\$27.69	\$33.49

Have a wonderful weekend!

Vanny Chhan

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From: Vanny Chhan
Sent: Friday, September 25, 2015 8:07 AM
To: Vanny Chhan <Vanny.Chhan@wirtzbev.com>
Subject: Food Pairing Friday Tip: A Fall White

Now that fall is upon us and the evenings get chillier, it's only natural to reach for a wine that's heavier in body to go with those heartier meals we typically enjoy in the cooler season, and that's usually a red wine. Well, what if you aren't a red wine drinker? What if you don't feel like red wine?

Try Sterling Chardonnay. Now available in an **eye-catching new label**, it's the perfect white for fall.



STERLING VINTNER'S COLLECTION® Chardonnay 750ml
CSPC 643874
Wholesale: \$11.65
Licensee: \$13.99

Hailing from California's central coast, you'll find vanilla, butter and apple on the nose. Same on the palate. With medium acidity and finish, as well as in body, and just enough butter that it'll hold up well with **cream-based pasta or soup, chili** and even **steak**. But it's also light enough that it won't overpower soups like chicken noodle or minestrone.

Also enjoyable on its own. Salud!

Have a great weekend!

Vanny Chhan

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