

BULLETIN # 170

November 26, 2008

To: All Distributors, Brokers and Regional Sales Managers
From: Kathy Bonyng
Subject: Apollinaris 11 oz new size available at AWS

Apollinaris, *the Queen of Table Waters*, is pleased to announce its new line extension is now available at AWS warehouse – an 11 oz bottle!

The classic green glass bottle unique to Apollinaris is now available in a smaller 11 oz. single serve size. This new size offers consumers a convenient ‘grab n go’ version of their favorite sparkling mineral water.



Apollinaris Classic, in either size, offers your customer these benefits:

- Imported from Germany
- Premium quality
- **Naturally** carbonated at the source
 - ✓ Spring was discovered 1852 by Georg Kreuzberg, one of the oldest spring sources in Germany; was originally a vineyard
- Attractive label and classic green glass bottle reinforces brand heritage and premium positioning
 - ✓ Focus groups show that consumers associate ‘premium’ with glass
 - ✓ Competitors who have switched to PET encountering consumer resistance

FOB warehouse pricing as well as product specifications for this new size is shown on the attached price list. Check with your Regional Sales Manager for new distribution and promotional allowances.

LIBERTY RICHTER
All Pricing is based on requested Order dates

For requested ship dates beginning: **10/27/2008** and Ending: **01/04/2009**

APOLLINARIS

UPC Number	Description	Pack/Size	Cube	Wgt	Tier	Pallet	FOB NJ	Zone 1 & 2 DLVD	Zone 3 & 4 DLVD	Zone 5 & 6 DLVD	TL/CONT DLVD	PKR/ DIR	Change
<u>WATER</u>													
I N 0 30494-88122 9	1 Liter	12/33.8 OZ	0.96	40.4	11	55	14.40	19.92	22.80	28.80			
I N 0 30494-88750 4	Classic Sparkling Mineral Water	24/11 OZ	0.74	29.7	22	60	14.16						

APOLLINARIS 1L IS ALSO AVAILABLE ON FULL CONTAINER.

EAST COAST CONTAINER DLVD = \$12.12 / WEST COAST CONTAINER DLVD = \$13.44

* GLUTEN FREE

SPECIAL ORDER ONLY WITH 8-10 WEEKS LEAD TIME FOR 88750

ITEM SPECIFICATIONS

Brand Name: APOLLINARIS

Category	UPC Code	Description	Pack Size	Cases Per Pallet	Cases Per Tier	Case Weight	Case Cube	Unit Depth	Unit Width	Unit Height	Case Depth	Case Width	Case Height	Shelf Life Days	IMP	Kosh	Esy Opn Can / Org
WATER	0 30494-88122 9	1 Liter	12/33.8 OZ	55	11	40.40	0.960	3	3	11.5	13.800	10.400	11.500	1825	I	N	
	0 30494-88750 4	Classic Sparkling Mineral Water	24/11 OZ	60	22	29.70	0.740	2.5	2.5	7.8	15.100	10.300	8.300	1825	I	N	