



Greetings!

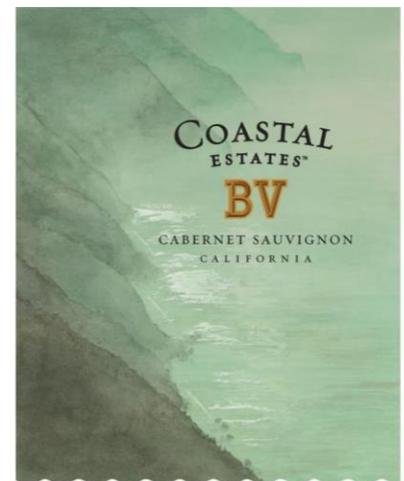
As another season of Georgia football gets underway, ABC is ready for kick off. With an unrivalled selection of liquor, craft beers and fine wines from around the world, we have everything you need for your tailgate parties and postgame gatherings, and at ABC you'll find the lowest prices in town on all your favorite spirits as well as a friendly, knowledgeable staff waiting to fill your order. Also check our **upcoming wine dinner at home.made on September 20th** as well as a fine special on California Cabernet Sauvignon that runs through the month. Read all the details below and as always, thanks for shopping at ABC Package—go Dawgs!

WINE SPECIAL

Beaulieu Vineyards Coastal Estates Cabernet Sauvignon California 2016

This easygoing California Cab offers a wealth of ripe berry and cherry aromas on the nose, while the soft, straightforward palate features bramble fruit and lightly spicy notes, with medium body and no hard edges. Although not complex, this gentle Cab avoids the heavy handed, over extracted style of many California versions and will provide pure, uncomplicated pleasure at a bargain price. Pair it with grilled white meats, burgers, pastas or beef stew.

Special Price through September--\$6.99 (regularly \$7.99)



FEATURE LIQUOR

Unrivalled!

ABC Package Barrel Selection Kentucky Straight Bourbon Whiskey Single Barrel Reserve 120 Proof

\$39.99 750 ml

(Distilled at Knob Creek and Bottled Exclusively for ABC Package)

This ABC feature liquor is a specially selected, cask-proof Bourbon, bottled from a single barrel of 9 year-old whiskey at the Knob Creek distillery in Clermont, Kentucky. Late in 2016 we tasted a number of barrel samples and eventually concluded that this one had the right combination of characteristics most important in good Bourbon, including complex aromatics, excellent balance, and a smooth, polished finish. Walnut, caramel and vanilla tones on the nose are followed by a robust yet

harmonious palate, with a complete range of flavors that runs the gamut from sweet, toasty, vanilla-laced oak notes to high-toned citrus and dried fruit. The finish is surprisingly gentle for a high proof whiskey and the buttery caramel and light smoke flavors persist. We hope you enjoy this very special, limited edition spirit, chosen with care and available only at ABC Package.



EVENTS

Southern Roots Cooking & Old World Wines

Wine Dinner @ home.made

Thursday September 20th

6 pm

Join us for another fabulous wine and food pairing event as we team up once again with the staff at home.made, one of Athens' best restaurants.

Chef/Owner Mimi Maumus has been thrilling area diners with her inspired versions of Southern classics since opening in 2011 and we're really looking forward to an exciting evening of great food and wine. Originally from New Orleans, Mimi

derives much of her cooking from the traditional recipes she learned growing up in Louisiana and then fuses it with contemporary ideas and techniques she has acquired through her experience at top restaurants such as Five & Ten. At this event we'll make our way through a menu that includes a light opener followed by three courses and dessert. The wines, primarily from the Old World, have been carefully paired with Mimi's exquisite cuisine and will include a delightful Italian sparkler along with an Alsatian white, two reds, and finally a 10 Year Old tawny port. This is one event you do not want to miss, so make your reservations early. See you there!

\$55 per person (plus tax and tip)

Call 706-206-9216 for reservations



FEATURED BEER

Coming Soon

WINE CLUB

JOIN THE ABC PACKAGE WINE CLUB! (NOW INCLUDING AN ALL RED OPTION)

The ABC Wine Club has always been an excellent opportunity to explore the world of wine, and now we're pleased to offer an all red choice. The standard wine club continues unchanged for members who enjoy receiving whites and rosés along with the red selections, but anyone who prefers all red now has that option. The all red club operates exactly the same as the standard club. In other words, you may still choose the Premier Series (three bottles each month for \$35.99) or the Signature Series (four bottles each month for \$55.99) but in either case the white selection will be replaced by an additional red. Here's what the new club looks like:

Standard Premier Series: 3 bottles of wine for \$35.99 per month

Includes three bottles of wine, two red and one white, with descriptions and tasting notes

Standard Signature Series: 4 bottles of wine for \$55.99 per month

Includes the three bottles from the Premier Series along with a specially selected, higher tier wine

All Red Premier Series: 3 bottles of wine for \$35.99 per month

Includes three bottles of wine, *all red*, with descriptions and tasting notes

All Red Signature Series: 4 bottles of wine for \$55.99 per month

Includes the three bottles from the All Red Premier Series along with a specially selected, higher tier wine

Members also receive the following discounts:

- **15% off all 750 ml cases of wine (12 bottles or more)**
- **10% off all 1.5 liter cases of wine (6 bottles or more)**
- **10% off all 750 ml half cases of wine (6 bottles)**
- **15% off the Mix Your Own Six Pack of Beer (10% for non-club members)**
- **10% off bottles of liquor (750 ml and 1 liter)**
- **5% off bottles of liquor 1.75 liter**

We're excited about this new option for club members who prefer red and look forward to providing a great wine experience for everyone. If you're not already a member, we hope you'll join soon, especially now that we've expanded the club to accommodate a broader range of preferences. It's a marvelous way to learn about wine and save money throughout the store.

For more details please contact us at your earliest convenience.

WINE STEWARD'S SPECIAL

The next time you visit ABC, check out the department-wide specials in our wine section. You'll find special offers on selected items in each category of our vast selection of wines, so whatever your preference, be it French, Argentine, Californian, Italian or any other, you'll find an opportunity to save money on something from that area. Look for wines marked with these tags and take home something special!