

# MARTINEZ BRANDS

SPIRITS • WINES • IMPORTERS • SALES • MARKETING

## Sales Dossier

ALL major Hispanic Chains in California leverage on our portfolio to increase traffic to the stores

Winter 2020



# SUPERIOR GROCERS®

Quality, Variety & Value!

¡CALIDAD, VARIEDAD Y PRECIOS BAJOS!

## RED TAG SPECIALS!

Grilled Chicken  
Pollo Asado

Saturday  
& Sunday  
ONLY!

\$5  
EA  
+TAX

## WINE & LIQUOR / Vinos y Licores

Don't forget the  
**ICE!**

Mondavi  
Woodbridge  
Wines or  
Hartley Brandy  
Assorted Varieties  
750 ml.

4.99  
EA

Menage-a-trois  
Wines  
Selected Varieties  
750 ml.

6.99  
EA

Black's Station  
Wines  
Selected Varieties  
750 ml.

7.99  
EA

Prophecy  
Wines  
Selected Varieties  
750 ml.

8.99  
EA

Korbel  
Champagne  
750 ml.

8.99  
EA  
WHEN YOU BUY 2

Jack Daniel's  
Tennessee  
Whiskey  
Apple or Honey  
750 ml.

7.99  
EA  
WHEN YOU BUY  
WITH BEER, CIDER

Tito's Vodka  
750 ml.  
Torres  
10 Year  
Spanish Brandy  
750 ml.

5.99  
EA

Buffalo  
Trace  
750 ml.  
Courvoisier  
VS  
750 ml.

19.99  
EA

Gran Centenario  
Reposado Gift Set  
750 ml.  
Ciroc  
French Brandy  
750 ml.  
Milagro  
Silver or  
Reposado Tequila  
750 ml.

24.99  
EA

Hennessy  
VSOP, Remy  
1738 Gift Set  
or Fortaleza  
Reposado  
Tequila  
750 ml.

49.99  
EA

Coronado  
Rompope  
1 Liter  
Flor de Caña  
4 Year or  
Alcohol Vicario  
750 ml.

10.99  
EA

Sauza  
Hornitos Plata or  
Reposado Gift  
750 ml.  
Nuvo  
Sparkling Liqueur  
750 ml.

17.99  
EA

Corralejo  
Silver or  
Reposado  
750 ml. or Jose  
Cuervo Gold  
1.75 Liter

22.99  
EA

Don Ramon  
Anejo  
750 ml.  
Gran Centenario  
Añejo Tequila  
750 ml.

29.99  
EA

Herradura  
Ultra  
Anejo or  
Johnnie  
Walker Gold  
750 ml.

42.99  
EA

SUPERIOR  
GROCERS.  
Home Delivery

You Choose



We Shop



We Deliver



✓ Always fresh

Siempre fresco

✓ Fast Delivery

Entrega rápida

✓ Personal Shopper

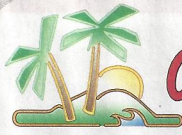
Comprador personal

SUPERIOR  
GROCERS.  
Home Delivery

Prices Effective:

December 16th thru December 22nd 2020

Wed	Thu	Fri	Sat	Sun	Mon	Tue
16	17	18	19	20	21	22



**VALLARTA**  
SUPERMARKETS

MERRY  
CHRISTMAS

FELIZ  
NAVIDAD

Wednesday, December 16 thru Tuesday, December 22, 2020

SPIRITS | BEER | WINE

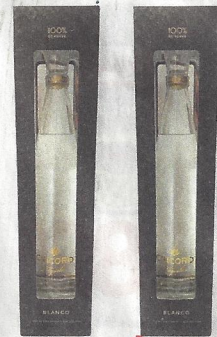


**Chivas Regal**  
12 Year  
Scotch Whisky  
Gift Pack, 750 ML.

WHEN YOU BUY 2 WITH COUPON BELOW. PRICE WITHOUT COUPON, \$22.95 EA.



**1800 Tequila Cristalino**  
or **Honor Del Castillo**  
Tequila Añejo  
100% Agave, 750 ML.  
**Remy Martin 1738** 750 ML.



**Cincoro**  
Tequila Blanco  
100% Agave, 750 ML.

**\$64.99**



**Kamchatka Vodka**  
80 Proof, 750 ML.  
**Rancho Escondido**  
Agave Liqueur  
750 ML.  
**Christian Brothers**  
VS Brandy 750 ML.

**\$7.99**



**Vicario Alcohol**  
1 Liter  
**Seagram's 7 Crown**  
Whiskey  
750 ML.  
**Santa Clara Rompope**  
1 Liter

**\$10.99**



**Coronado Rompope**  
Vainilla or Cappuccino, 1 Liter  
**Skyy Vodka**  
Selected Varieties, 750 ML.  
**Jose Cuervo Especial**  
Tequila Gold  
750 ML.

**\$11.99**



**Rancho Escondido**  
Agave Liqueur  
1.75 Liter  
**Fireball Cinnamon**  
Whisky 750 ML.  
**Captain Morgan**  
Spiced Rum 750 ML.

**\$13.99**



**Gran Centenario Tequila Añejo**  
100% Agave, Gift Pack, 750 ML.  
**Casa Mexico Tequila Reposado**  
100% Agave, 750 ML.  
**Xicaru Mezcal Silver**  
750 ML.  
**El Silencio Mezcal**  
750 ML.  
**Antonio Aguilar Mezcal**  
100% Agave, 750 ML.

**\$29.99**





Merry Christmas! **¡Feliz Navidad!**



El Super a tu casa instacart

MISSMOS PRECIOS, MISMAS OFERTAS que en su tienda El Super The same prices, the same deals, delivered to your door!

### Holiday Liquor Savings

Tequila Sauza Blanco or Gold o Ron Captain Morgran Rum, 750 ml.



**12.99** ea

Tequila Herradura Reposado, Maestro Dohel Diamante o Patron Silver o Whisky Buchanan's Master Blend 750 ml.



**32.99** ea

Limit 2

Tequila El Jimador Reposado o Blanco o Vodka Absolut Vodka, or Tito's Vodka 750 ml.



**15.99** ea

Brandy Presidente Brandy Rompope Coronado Rompope o Vodka Smirnoff Vodka 750 ml.



**9.99** ea



PRICES EFFECTIVE: **DECEMBER 2020**

wed	thurs	fri	sat	sun	mon	tue
16	17	18	19	20	21	22

CALIFORNIA



NOS RESERVAMOS EL DERECHO DE LIMITAR LAS CANTIDADES EN TODOS LOS ARTICULOS. ERRORES DE IMPRESION SON SUJETOS A CORRECCION. NO ESTA DISPONIBLE EN TODAS LAS UBICACIONES.

WE RESERVE THE RIGHT TO LIMIT QUANTITIES OF ALL ITEMS. PRINTING ERRORS ARE SUBJECT TO CORRECTION. NO SALES TO DEALERS. PRICES GOOD WHILE SUPPLIES LAST. NO SUBSTITUTIONS. HOT FOODS NOT AVAILABLE IN ALL LOCATIONS.

DECEMBER 2020  
PRODUCT OFFER EFFECTIVE DATES

WED THU FRI SAT SUN MON TUE  
16 17 18 19 20 21 22

We're now on **Uber Eats** **DOORDASH**

**CARDENAS**  
MARKETS

¡Felices Fiestas!

**PIERNA DE PUERCO CON HUESO**  
*Whole or Half Pork Leg Bone-in*

**NARANJA NAVEL**  
*Navel Orange*

**JALAPEÑO O TOMATILLO**

**BEER & LIQUOR**

**CERVEZA & LICOR**

Beer and liquor availability may vary by location | Disponibilidad de cerveza y licor puede variar por tienda

**Budweiser, Bud Light, Tecate, Miller, Montejo o Coors**  
30 Pk, 12 oz Cans  
**\$20.99** EA  
+TAX & CRV

**Corona Extra o Premier**  
12 Pk, 12 oz Cans  
**\$15.99** EA  
+TAX & CRV

**Budweiser, Bud Light, Miller, Coors o Tecate**  
20 Pk, 12 oz Bottles  
**\$14.99** EA  
+TAX & CRV

**Bud Light, Corona Hard Seltzer, White Claw o Truly Hard Seltzer**  
12 Pk, 12 oz Cans  
**\$15.99** EA  
+TAX & CRV

**Corona Extra, Familiar, Modelo o Heineken**  
24 Pk, 12 oz Bottles  
**\$26.99** EA  
+TAX & CRV

**Stella Rosa Black Wine**  
1.5 Liter  
**\$22.99** EA  
+TAX

**Coronado o Santa Clara Rompope, 1 Liter**  
**Vicario Alcohol de Caña 1 Liter**  
**\$9.99** EA

**Mix & Match** **When you Buy 2** PLU# 90600

<b>Bacardi Gold or Light Rum</b> 750 mL <b>\$7.99</b> EA <small>+TAX</small> Single Purchase \$10.99	<b>Cazadores Tequila Reposado</b> 750 mL <b>\$19.99</b> EA <small>+TAX</small> Single Purchase \$22.99	<b>Grey Goose Vodka</b> 750 mL <b>\$21.99</b> EA <small>+TAX</small> Single Purchase \$24.99
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**GUIA DE AHORROS**

**IN-STORE SAVINGS GUIDE**

**CARDENAS**  
MARKETS

Food **4** Less.

# HOLIDAY

DESCUENTOS DE NAVIDAD  
12/10/20 - 1/06/21



12 Botellas de 1 litro

**Cronado**

*Vanilla*

12 Botellas de 1 litro

**Cronado**

**SALE PRICE**

**10.99**





# iFeliz Navidad!

MERRY CHRISTMAS

Prices good thru December 25



**\$24<sup>99</sup>** ea  
+tax  
**Buchanan's Whiskey**  
 750 ml.  
**Corralejo Tequila**  
 Reposado - 750 ml.



**\$34<sup>99</sup>** ea  
+tax  
**Patron Tequila**  
 Silver - 750 ml.  
**Herradura Tequila**  
 Reposado - 750 ml.



Must Buy 2  
Additional  
Purchase  
**\$11.99**  
**\$8<sup>99</sup>** ea  
+tax  
**Bacardi**  
 Rum - 750 ml.



With  
Coupon  
Must Buy 2  
Additional  
Purchase  
**\$11.99**

**\$8<sup>99</sup>** ea  
+tax  
**Malibu Rum**  
 Assorted Varieties  
 750 ml.



**\$15<sup>99</sup>** ea  
+tax  
**Jameson**  
 Irish Whiskey  
 750 ml.

With  
Coupon  
Must Buy 2  
Additional  
Purchase  
**\$18.99**



**\$9<sup>99</sup>** ea  
+tax  
**Santa Clara Rompope** - 1 lt.  
**Coronado Rompope** - 1 lt.

OFFER STARTS: DEC 16, 2020 | OFFER EXPIRES: DEC 25, 2020  
 MANUFACTURER'S COUPON | COUPON CANNOT BE DOUBLED

## AHORRA \$6<sup>00</sup> AL INSTANTE

ON THE PURCHASE OF ANY TWO (2) 750ML BOTTLES OF JAMESON IRISH WHISKEY, ABSOLUT VODKA, MALIBU, OLMECA ALTOS TEQUILA OR Kahlúa.



OFFER VALID IN CA. ONLY. Save \$6 instantly on the purchase of any TWO (2) 750ml bottles of Jameson® Irish Whiskey, Absolut® Vodka, Malibu®, Olmeca Altos™ Tequila or Kahlúa®.  
 CONSUMER: This offer is good for \$6.00 savings when you purchase TWO (2) 750ml bottles of Jameson® Irish Whiskey, Absolut® Vodka, Malibu®, Olmeca Altos™ Tequila or Kahlúa®. Any other use constitutes fraud. Limit one coupon per purchase. Offer cannot be assigned, transferred or reproduced. Expires 12/25/20. Offer available only to adults 21 years of age or older, who purchase products listed on the front of this offer.  
 RETAILER: We will pay you \$6.00 plus 8 cents handling for coupons redeemed in accordance with this offer. Invoices proving purchase of sufficient stock to cover presented coupons must be shown on request. Any other application may constitute fraud. Customer must pay any sales tax. Offer void where prohibited, taxed or restricted by law. Offer available only to adults 21 years of age or older, who purchase products listed on front of this coupon. Consumers limited to one coupon per purchase. Cash value of 1/20 of 1 cent. All coupons must be received by 01/25/21. Mail to: CMS Dept 82422, Pernod Ricard USA, 1 Fawcett Drive, Del Rio, TX 78840.  
 Reproduction of coupon certificate is prohibited. Offer void where taxed, prohibited or restricted by law. Offer valid in the U.S. only. Offer not valid for employees of Pernod Ricard USA, alcohol beverage wholesalers, retail licensees or members of their families or households. Offer expires 12/25/20.  
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