

SPIN™ *The Sales Promotion and Information Network*

SPIN is a powerful digital signage communication and promotional tool designed to increase sales while conveying useful information. Using SPIN, you can easily grab your customer's attention giving you the opportunity to enhance your brand's image and promote your own liquors, wines, and other available products.

Imperatives, Inc. is the digital media company that provides this unique digital media system for many companies throughout the country. If you've seen the SPIN system in use, you already know that it uses exciting, colorful and compelling graphics to convey the latest information and news. Using this same turnkey system, you can easily create your own in-store sales promotion and information channel.

SPIN gives you the tools to increase your revenue. You can direct customers to your monthly specials and quality products, thereby increasing revenue. Your customers will benefit from a greater awareness of the qualities of the spirits you offer and products you provide.

Advertising on the SPIN system allows you to promote your wines and directly influence buyers when they are in the store and ready to buy. Additionally, when retailers learn that a specific brand is being promoted during a certain month, it is anticipated that those retailers will increase their order of that product through you in order to maintain sufficient supply on hand.

Imperatives, Inc. Design Center customizes the in-store channels to highlight your wines and liquors. The advertising by wineries and liquor manufacturers will point customers toward certain brands and products. The script will hold each customer's attention with up-to-date news and interesting facts, and share the monthly specials offered throughout the stores. SPIN will also become each store's entertainment channel. For example, SPIN can share martini recipes and educate your customers with suggested food pairings for wine.

The SPIN Liquor System allows you to advertise your own products through use of in-store digital signage. It will become the place that people will turn to for the recommendations you provide, specials, and gift items. Working with each distributor and manufacturer, we will make sure the channel reflects the look and feel of your unique brands, and the end product allows you to influence buyers directly at the point of purchase.

In short, the SPIN system allows you to promote your wines and directly influence buyers when they are in the store and ready to buy.

For more information:

Call 518-356-5160.

or e-mail us at jill@imperatives.com

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Welcome to Fine Liquors

Our Hours

Monday - Thursday
10am-9pm

Friday & Saturday
10am-11pm

Spirited Discussion

Jack Daniel's Tennessee Whiskey

America's oldest registered distillery - established 1866

Distillery located in Lynchburg, TN

Unique distilling process - distilled whiskey is charcoal mellowed drop by drop before aging

America's top-selling premium distilled spirit

Most popular American spirit in the world



Wine & Spirits

WINE & SPIRITS

Food Issue

On newsstands now!

Over a dozen entree recipes

Wine of the Week

Philip Togni Cabernet Sauvignon "Barbark Hill Vineyard" Napa Valley 2002



Producer: Philip Togni
Color: Red
Appellation: Napa Valley
Country: USA
Region: California
Score: 90 to 94
Varietal: Cabernet Sauvignon

Size: 750ml

Vintage: 2002

\$45.99 per 750ml bottle

Bikini Martini

1 oz. coconut rum
3/4 oz. Finlandia Vodka
1 oz. pineapple juice
1 dash grenadine syrup

Combine rum, vodka and pineapple juice in a drink shaker.

Shake firmly until frothy.

Pour in a martini glass, add a touch of grenadine in the middle.

Garnish with an orange wheel.



BACARDI RUMS

On Sale This Week - Save 10%

Dr. Krystapin Frank

On Sale This Week

Presenting typical complexity and delicate flavors, this wine exemplifies the traditional Blanc de Blancs style.

A crisp acidity accompanied by citrus, floral and hazelnut aromas makes this medium-bodied Champagne very pleasant.

In Case Of Party

Fill Glass