

# 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 store's image and promote your liquors, wines, and your 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, ancillary products, and wine tastings, thereby increasing revenue. You also have the opportunity to sell advertising on your own in-store television channel which creates an additional source of income. Your customers will benefit from a greater awareness of the qualities of the spirits you offer and products you provide.

Your liquor and wine store can easily bring this program to your location. Imperatives, Inc. will customize the entire channel to highlight your store. The script will hold your customer's attention with up-to-date news and interesting facts, and share the monthly specials offered throughout your store. SPIN will also become your own entertainment channel. For example, SPIN can share martini recipes and educate your customers with suggested food pairings for wine.

Each of your locations will have a unique script running on a centrally located digital monitor or television. That script will have two types of information. First, you will be able to choose exactly what will be shown for your individual store. This might include your hours of operation, wine tastings, and featured items. The second part of the script will include advertising to point your customers toward certain brands and products. A custom tailored script, and a screen and complete digital signage system will be provided to you at no cost in exchange for retaining a small amount of the programming time for the advertising on the channel.

The SPIN system allows you to customize your liquor and wine store's digital signage. It will become the place that people will turn to for the recommendations you provide, store specials, and gift items. Working with each store, we'll make sure the channel reflects the look and feel of your unique location, and the end product allows you to influence buyers at the point of purchase.

In short, your store will get a new, great looking information channel that will provide value to you and your customers.

For your free demonstration DVD or more information:

Call 518-356-5160.

or e-mail us at [jill@imperatives.com](mailto: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 Size: 750ml  
Color: Red Vintage: 2002  
Appellation: Napa Valley  
Country: USA  
Region: California  
Score: 90 to 94  
Varietal: Cabernet Sauvignon

**\$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