



# Springs Liquor Outlet Newsletter

6010 N. Carefree Circle  
Co Springs, CO 80922  
719-573-5777  
719-573-5778 Fax  
[www.slo1.net](http://www.slo1.net)

Store Hours  
Mon – Thurs: 9am – 10pm  
Fri – Sat: 9am – 11pm

Newsletter for Springs Liquor Outlet

Issue 36, January 2008

## Dear Valued Customers,

Our next Family Card Weekend will be **January 17<sup>th</sup>, 18<sup>th</sup>, and 19<sup>th</sup>**. Family Card members receive 15% off all non-sale wines and liquors. Beer remains at 5% off, and there are no discounts on kegs or cigarettes. No rain checks; no exceptions. Remember that you must be registered at SLO to receive the Family Card Discount. Discounts from other stores will not be honored. Please have your I.D. ready when using a credit card. We are protecting your identity.

Also, all of us at Springs Liquor Outlet would like to thank you for your patronage last year, and wish everyone a prosperous and safe NEW YEAR.

“We’ll Leave the Cooler on for You.” - The SLO Staff

## SALE

*Red Stripe*

**\$17<sup>99</sup>**

**24 BOTTLE LOOSE CASE**



**SMIRNOFF ICE**

**\$10<sup>49</sup>**

**PARTY PACK 12-PACK**

Captain/Morgan's  
**PARROT BAY**

**\$10<sup>49</sup>**

**PARTY PACK 12-PACK**

All Sales and Specials may end anytime without further notice. While supplies last. No rain checks.

## Family Card Specials 20% OFF Everyday Low Price

### Wines

Insatiable 750ml  
all types

Little Penguin 750ml  
all types

Beringer blush wine  
series 750ml

BV Coastal Series  
750ml

Ecco Domani 750ml  
all types

ALL Rosemount 750ml

ALL Santa Alicia 750ml

ALL Trivento 750ml

Aresti 750ml all types

### Liquor

Jose Cuervo Tequila  
ALL 1.75L

St. Brendan's Irish  
Cream 1.75L

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**Look for Great  
Bargains in  
our “\$4.99 and  
\$5.99”  
Blow Out Cart**



Established in 1993, Avery Brewing Co. is a family owned and operated micro-brewery dedicated to brewing the finest quality English and Belgian style ales. Avery is perhaps best known for their GABF Gold Medal winning India Pale Ale and a host of full flavored and specialty ales of many styles. At Avery, they have committed themselves to pushing the boundaries of style and flavor while never relinquishing their passion to provide the best possible quality in the product. This month when you are perusing the craft beer section of Springs Liquor Outlet, be sure to take a moment to investigate the fine Avery ales. Recommendations include: Avery IPA - GABF Gold Medal Winner, Ellie's Brown Ale - NY Times voted "Top Brown Ale" in 2007, White Rascal Belgian Wheat Ale - USBTC Gold Medal Winner as well as the Winter Seasonal: New World Porter!

Visit [averybrewing.com](http://averybrewing.com) for more information about the brewery, and the next time you visit Boulder, Colorado, drop by their tasting room and chat with the brewers. Enjoy your beer and remember when you purchase Avery Ales, be prepared to experience more!

Avery will be in Springs Liquor Outlet on Friday, January 18<sup>th</sup> from 5 P.M. to 7 P.M. for a promotion. They promise it will be worth your while, so come check it out.



### Bada-bing!

Lakewood couple's cherry creation takes off.

Susan and Lamont Seckman's cherry-inspired creation has come a long way from the basement of their Lakewood, Colorado home. **Bing** began about 2 years ago, when the Seckmans began discussing their idea for a

healthy energy drink with a recognizable flavor. As a beverage consultant who worked with many distributors, Lamont Seckman was familiar with energy drinks already on the market. Many of them relied on heavy doses of sugar to balance the bitter taste of caffeine and B vitamins, and appealed mostly to young males. The Seckmans wanted to use natural juice to create a drink that was age- and gender-neutral.

The couple researched ingredients, and found black bing cherry juice – with its natural sweetness and tart flavor – worked well with other energy drink ingredients. Black bing cherries are also loaded with natural antioxidants and have anti-inflammatory effects. In August 2006, the Seckmans brought **Bing** to the Market at Belmar in Lakewood, where people who wouldn't ordinarily have energy drinks discovered they liked the taste and were buying cases of Bing by the end of the summer.

Each serving of Bing has 40 calories and 10 grams of carbohydrates, and although it has about as much caffeine as a cup of coffee, there's no sugar crash with Bing. Want additional information... check out the website [www.getbinged.com](http://www.getbinged.com)

Bing will at Springs Liquor Outlet for a special promotion on January 19<sup>th</sup>, from 12 P.M. to 4 P.M. Buy one get one free (limit 6 per person), while supplies last.

<p><b>Berry Good Bing</b></p> <p>1 shot Cranberry Vodka 1 shot Blueberry Vodka 1 shot Pama Liqueur 4 oz Bing Energy</p>	<p><b>Bing-a-Rita</b></p> <p>1 oz Lime juice 1 ½ oz Tequilla 1 ½ oz Sweet &amp; Sour 1 ½ oz Triple Sec 2 oz Bing Energy</p>	<p><b>Fuzzy Bing</b></p> <p>2 oz Peach Schnapps 1 oz Amaretto ½ oz Grand Marnier 4 ½ oz Bing Energy</p>
<p><b>Bing Dreamer</b></p> <p>1 oz Crème de Cacao ½ oz Frangelico 5 oz Bing Energy</p>	<p><b>Bingtini</b></p> <p>2 oz Vodka (plain, orange, vanilla, or try your favorite) 2 oz Bing Energy</p>	<p><b>Bada Bing</b></p> <p>1 shot Tuaca 4 oz Bing Energy</p>

### Upcoming Events

*Avery Brewing promo – January 18<sup>th</sup>, 5PM – 7PM*

*Bing energy drink promo – January 19<sup>th</sup>, 12PM – 4PM, BUY ONE GET ONE FREE (limit 6 per person)*

If you would like to receive the Newsletter and the Family Card Weekend notice via email, please send your request to [support@slo1.net](mailto:support@slo1.net)