



# ClubProcure

## TOP SHELF BAR PROGRAM

### What is ClubProcure's Top Shelf Bar Program?

The program offers participating ClubProcure members several ways to reduce their operating costs through marketing funds accrued from America's most popular beer, wine, and spirits companies.

IMI Agency, is North America's most respected beverage management and funding organization. ClubProcure works closely with this industry leader to bring this benefit to our membership.

### How does it work?

At the beginning of each year, we negotiate with select beer, wine, and spirit companies that contribute to a collective marketing fund. The account can only be utilized by Top Shelf Bar Program participants who purchase from contributing companies. Participants will receive regular communication on popular ways to utilize this program. Your ClubProcure team will continually work to grow the Top Shelf community to increase funding for the years to come. There is no cost for you to participate.

### What are the benefits for me?

1. Reimbursement for alcohol-related training & certifications
2. Inside access to special events & contests
3. Reimbursement for approved menu printing
4. National account pricing on products\*

\*in applicable states/markets

### How does my club enroll?

You don't! ClubProcure Culinary Program participants are automatically enrolled. Simply make sure we have the contact info for the main beverage purchasing decision maker at your property. Our team will make sure they understand what is available through the Top Shelf Bar Program. Then simply continue to purchase the products as you do currently. Remember however, the more product you buy from participating manufacturers, the more the collective fund may grow in the future.

Featuring these fine participating brands will both strengthen your bar business and grow your opportunities within the Top Shelf Program.

Purchase wisely and serve responsibly!



Bud Light  
Michelob Ultra  
Sam Adams Lager  
Stella Artois  
Modelo Especial  
Lagunitas IPA  
Dogfish Head  
NUTRL  
Kona Big Wave  
Lagunitas Island Beats  
Lagunitas Tiki Fusion  
Lagunitas Maximus  
Corona Extra  
Modelo Negra  
Lagunitas Hoppy Refresher  
Hazy Wonder  
White Claw  
Modelo Oro  
Truly  
Twisted Tea  
Cutwater Transfusion  
Cutwater Margarita  
Jim Beam Kentucky Coolers  
Dogfish Head Canned Cocktails  
Angry Orchard  
Mike's Hard Lemonade  
Cayman Jack

**Constellation Brands**  
[Select 1 Wine from Portfolio](#)  
The Prisoner, Meiomi, Robert Mondavi, Kim Crawford, Unshackled, Ruffino, Simi, and others

**The Wine Group**  
[Select 1 Wine from Portfolio](#)  
Tribute, Imagery, Cupcake, Benziger, Beringer, Chloe, Silver Gate, 13 Celsius, Charles Smith Wines, Cooper & Thief" among others

**Jackson Family Wines**  
[Select 1 Wine from Portfolio](#)  
Kendall-Jackson, Siduri, Cambria, Carmel Road, Matanzas Creek, Benvolio, Silver Palm, and others

**Kobrand**  
[Select 1 Wine from Portfolio](#)  
Cakebread, St Francis, Poema, Caposaldo, The Seeker, among 61 others

**Taub Family Selections**  
[Select 1 Wine from Portfolio](#)  
Trimbach, Los Vascos, Travaglini, Invivo, and others

**Ste. Michelle Wine Estates**  
[Select 1 Wine from Portfolio](#)  
Stag's Leap, Ste Michelle, and others

Jose Cuervo Tradiciona  
Jose Cuervo Especial  
Svedka  
Cruzan  
Jim Beam White Label  
Southern Comfort  
DeKuyper  
Sauza Hornitos  
1800  
Milagro  
Wheatley  
Hangar One  
Zaya  
Myers's Dark Rum  
Sailor Jerry  
Drumshanbo  
Sipsmith  
Glenfiddich  
Maker's Mark  
1792  
Templeton Rye  
Knob Creek Rye  
Tullamore Dew  
Monkey Shoulder

Tincup  
Fireball  
Skrewball  
Courvoisier VS  
Maestro DOBEL  
El Tesoro  
Casa Noble  
Corralejo  
Tres Generaciones  
Haku  
Dos Maderas Rums  
Hendrick's  
Roku  
The Balvenie  
Basil Hayden's  
Buffalo Trace  
Maker's Mark 46  
Eagle Rare  
High West  
Sazerac Rye  
Stranahan's  
Proper No. Twelve  
Buffalo Trace Bourbon Cream