

Voted **BEST BOTTLE SHOP IN WISCONSIN** 2017 by ratebeer.com

VOTED BEST BEER, WINE & LIQUOR SELECTION IN THE SHEPHERD EXPRESS!
• 2001-2017 READERS CHOICE AWARDS

NAMED ONE OF THE 50 BEST WINE STORES IN AMERICA
GQ Magazine

Voted Best Wine/Beer/Liquor Store
Top Choice Awards Journal Sentinel
Readers Choice Awards

VOTED BEST LIQUOR, BEER & WINE SHOP
A LIST WISN 12

Discount LIQUOR INC.

MILWAUKEE
5031 W. OKLAHOMA
(414) 545-2175

WAUKESHA
919 N. BARSTOW
(262) 547-7525

www.discountliquorinc.com

DiscountLiquor DiscountLiqMilw

OPEN DAILY 9-9 SUNDAY 10-2
OPEN THANKSGIVING 9-2

LARGEST SELECTION IN TOWN
• 1,500 BEERS • 8,000 WINES
• OVER 3,500 LIQUORS

ALSO AVAILABLE

• 20 & 40 lb. Lump Charcoal • CO2 Refills
• Wholesale Beer & Soda (Milw. Store Only)
• Gift Certificates • Carry out Service
• Imported Candies, Food & Water • Custom Baskets

Celebrating 58 Years

Original Family Owned & Operated Since 1960

Full Service Liquor, Beer & Wine Shop
with **EVERYDAY DISCOUNT PRICES**

WE ARE PROUD TO BE WISCONSIN FAMILY OWNED & OPERATED SINCE 1960!

SUPPORTING Locally Owned BUSINESSES GUARANTEES THAT YOUR MONEY STAYS LOCAL!

Gobble Up These Great Savings On BIG 1.75's

CROWN ROYAL
• ORIGINAL
• APPLE
• MAPLE
\$42.99-\$5MR
\$37.99

BULLEIT BOURBON
• ORIGINAL
• RYE
\$39.99

JACK DANIELS
• BLACK • HONEY
\$36.99

FREE 12 OZ GARY'S OLD FASHIONED MIX

PRICE W/ INSTANT WHEN YOU BUY 2

"Stock Up & Save"
CAPTAIN MORGAN RUM
2/\$47.98-\$10MR
2/\$37.98

"Hot Price"
TITO'S VODKA
\$28.99

SOUL BOXER
READY TO DRINK
OLD FASHIONED
\$33.99

JAGERMEISTER
\$33.99-\$7MR
\$26.99

"Buy 2 - Save BIG"
CANADIAN CLUB
2/\$33.98-\$10MR
2/\$23.99

"Stock Up & Save"
SMIRNOFF VODKA
18.99-\$3MR
\$15.99

"Hot Price"
SKYY VODKA
\$20.99-\$5MR
\$15.99

PENNSYLVANIA DUTCH EGGNOG
(w/Rum, Brandy, & Whiskey)
\$15.99-\$3 MR
\$12.99

SOUTHERN COMFORT
\$23.99-\$7MR
\$16.99

SAVE \$10 INSTANTLY

ON ANY 2 1.75 BOTTLES (MIX & MATCH ALL VARIETIES)

BOMBAY ORIGINAL GIN
\$24.99
\$19.99
WHEN YOU BUY 2

BOMBAY SAPPHIRE GIN
\$34.99
\$26.99
EACH
WHEN YOU BUY 2

BACARDI RUM
ALL VARIETIES
\$14.69
\$14.69
EACH
WHEN YOU BUY 2

DEWAR'S WHITE LABEL SCOTCH
\$34.99
\$29.99
WHEN YOU BUY 2

KORBEL \$19.99-\$2MR \$17.99
E&J \$17.99 \$17.99
CHRISTIAN BROS \$15.49-\$2MR \$13.49
1800 SILVER \$33.99
LUNAZUL \$27.99-\$5MR \$22.99
MONTE ALBAN \$19.99-\$10MR \$9.99

- BRANDY -
HENDRICKS \$54.99
TANQUERAY \$29.99
BEEFEATER \$29.99-\$4MR \$25.99

- TEQUILA -
1800 SILVER \$33.99
LUNAZUL \$27.99-\$5MR \$22.99
MONTE ALBAN \$19.99-\$10MR \$9.99

- GIN -
HENDRICKS \$54.99
TANQUERAY \$29.99
BEEFEATER \$29.99-\$4MR \$25.99

- RUM -
1800 SILVER \$33.99
LUNAZUL \$27.99-\$5MR \$22.99
MONTE ALBAN \$19.99-\$10MR \$9.99

- VODKA -
STOLI \$26.99-\$7MR \$19.99
3 OLIVES \$16.99-\$5MR \$11.99
PLATINUM \$13.99-\$5MR \$8.99
FEISCHMANN'S \$10.99-\$3MR \$7.99
BURNETTS \$10.99-\$5MR \$5.99
PEARL \$13.99-\$8MR \$5.99

- WHISKEY -
TULLAMORE DEW \$36.99
JOHNNIE WALKER RED \$34.99
JIM BEAM \$27.99-\$7MR \$20.99
SEAGRAMS V.O. \$18.99-\$4MR \$14.99
EVAN WILL. HONEY \$23.99-\$10MR \$13.99
SEAGRAMS 7 \$16.99-\$4MR \$12.99

THANKSGIVING LIQUEURS & NOGS • 750 ML

Agavero \$26.99
Amaretto Di Saronno \$24.99
Amarula Cream \$19.99
B&B \$29.99
Baileys (All Flavors) \$19.99
Barenjager Honey \$24.99
Bauer's Obstler \$19.99
Berentzen Apple \$17.99
Campari Or Cynar \$24.99
Canton Ginger \$29.99
Chambord \$29.99
Cherry Heering \$25.99
Cointreau 375ML \$17.99
Drambuie \$29.99
Echte Kroatzbeere \$24.99
Feigling Fig \$19.99
Fernet Branca \$24.99
Frangelico \$21.99
Gilka Kummel \$24.99
Godiva (3 Flavors) \$23.99
Grand Marnier \$29.99
Irish Manor \$8.99-\$3MR \$5.99
Irish Mist \$21.99
Kahlua \$18.99-\$4MR \$14.99
Krupnik Honey Liqueur \$12.99
Linie Aquavit \$25.99
Liquor Strega \$32.99
Lillet Red & White \$18.99
Maraska Kruskovac \$19.99
Milk & Honey Date Cream \$18.99
Mozart Chocolate Cream \$21.99
Pallini Limoncello \$19.99
Patron X.O. \$16.99
Pimms #1 \$18.99
Romana Sambuca \$25.99
Rum Chata \$17.99
Sabra Orange \$25.99
St. Germain Elderflower \$29.99
Tequila Rose \$16.99
Tia Maria \$24.99
Tiramisu Liqueur \$19.99
Trader Vics Chestnut \$16.99
Tuaca \$21.99
Yvette Creme De Violette \$29.99

"Made in Milwaukee"
GREAT LAKES DISTILLERY GOOD LAND SPICED LIQUEURS
• ORANGE
• CRANBERRY
• CHERRY
\$25.99
\$25.99
750ml

"New Arrival"
FIVE FARMS SINGLE BATCH IRISH CREAM
\$22.99
750ml

"IT'S BACK"
JACK DANIELS WINTER JACK
\$15.99
750ml

BAILEY'S IRISH CREAM
-ALL VARIETIES-
\$19.99-\$3MR
\$16.99
750ml

EVAN WILLIAMS EGGNOG
(MADE W/ BOURBON, RUM, WHISKEY & BRANDY)
\$6.99
750ml

MOTHERS
• PUMPKIN
• SPICE CREAM
• HOLIDAY
• NOG
\$6.99
750ml

HOLIDAY LIQUOR GIFT SETS IN STOCK - Over 80 Varieties

November Winery of the Month CHATEAU STE. MICHELLE

WASHINGTON STATE WINES THAT PAIR PERFECTLY W/ TURKEY OR HAM
• DRY RIESLING
• RIESLING
• SWEET RIESLING
• GEWURZTRAMINER
\$6.99 750ml
• CHARDONNAY
• PINOT GRIS
• SAUVIGNON BLANC
\$24 MR ON 12 BOTTLES

TOAST THE HOLIDAYS - 750 ML

ROEDERER CRISTAL \$199.99
DOM PERIGNON \$149.99
BOLLINGER BRUT SPECIAL CUVÉE \$59.99
VEUVE CLICQUOT BRUT \$49.99
LOUIS ROEDERER BRUT N.V. \$39.99
TAITTINGER BRUT \$39.99
MOET & CHANDON IMPERIAL \$39.99
PIPER HEIDSIECK BRUT OR EX DRY \$34.99
SCHRAMBERG BLANC DE BLANC \$27.99
MIRABELLE BRUT ROSE \$19.99
DOMAINE CARNEROS \$19.99
MUMM NAPA BRUT, DRY, ROSE \$15.99
CHANDON BRUT \$15.99
GLORIA FERRER BRUT \$15.99
SOFIA BLANC DE BLANCS \$12.99
PIPER SONOMA BRUT \$11.99
LAMARCA PROSECCO \$12.99
KORBEL BRUT, DRY, ROSE \$9.99
FREIXENET CORDON NEGRO BRUT OR EX DRY \$7.99
COOK'S, ALL TYPES \$5.99
ANDRE, ALL TYPES \$4.99
Plus Many More

NOVEMBER WINE SPECIALS

CAKEBREAD CELLARS

CABERNET SAUVIGNON \$59.99 750ml
CHARDONNAY NAPA \$29.99 750ml
SAUVIGNON BLANC \$21.99 750ml
BELLE GLOS SINGLE VINEYARD PINOT NOIR \$44.99 750 ml
ROMBAUER CARNEROS CHARDONNAY \$32.99 750 ml
TERLATO VINEYARDS PINOT GRIGIO \$16.99 750 ml

STAGS LEAP WINERY NAPA VALLEY MERLOT \$24.99 750ml
2015 BERINGER KNIGHTS VALLEY CABERNET SAUVIGNON \$19.99 750ml
2016 SEGHEISIO SONOMA COUNTY ZINFANDEL \$19.99 750ml

DECOY BY DUCKHORN
• CABERNET
• SAUVIGNON
• PINOT NOIR
• RED BLEND
\$15.99 750ml
RODNEY STRONG SONOMA COUNTY
• CABERNET
• SAUVIGNON
• MERLOT
\$12.99 750ml
COPPOLA
• CLARET
• MERLOT
• CABERNET
• SAUVIGNON
• PINOT NOIR
\$12.99 750ml

SPIRITS OF NORWAY ATTITUDE ADJUSTMENT RED WINE \$14.99 750ml
Locally made in the Town of Norway using the dryest grapes fresh.
KENWOOD SONOMA COUNTY
• CHARDONNAY
• MERLOT
\$8.99 750ml
MENAGE A TROIS
• RED BLEND
• SILK RED
• MIDNIGHT RED
• DECADENCE
• CABERNET
• LAVISH MERLOT
\$7.99 750ml
1000 STORIES BOURBON BARREL ZINFANDEL \$12.99 750ml

JACOB'S CREEK DOUBLE BARREL
• WHISKEY
• BARREL AGED SHIRAZ
• WHISKEY
• BARREL AGED CABERNET SAUVIGNON
\$10.99 750ml
MURPHY-GOOD
• CHARDONNAY
• MERLOT
• CABERNET
• SAUVIGNON
• PINOT NOIR
\$9.99 750ml
NEW ZEALAND OYSTER BAY SAUVIGNON BLANC \$9.99 750ml

ARGENTINA NEW AGE
• WHITE
• RED
• ROSE
\$7.99 750ml
DARK HORSE
• CHARDONNAY
• MERLOT
• RED BLEND
• PINOT NOIR
• ROSE
• SAUVIGNON BLANC
\$6.99 750ml

LA CREMA MONTEREY CHARDONNAY \$12.99 750ml
BREAD & BUTTER
• CHARDONNAY
• PINOT NOIR
\$10.99 750ml

2018 BEAUJOLAIS NOUVEAU ARRIVES THURSDAY, NOVEMBER 15TH
CELEBRATE WITH THE FIRST WINE FROM THIS YEARS HARVEST

CHRISTMAS WINES IN STOCK SHOP EARLY FOR BEST SELECTION

2018 BEAUJOLAIS NOUVEAU ARRIVES THURSDAY, NOVEMBER 15TH
CELEBRATE WITH THE FIRST WINE FROM THIS YEARS HARVEST

BEER

Thanksgiving Favorites

(Brews to pair with Turkey, Stuffing, Pecan & Pumpkin Pie)

BELLS DOUBLE CREAM STOUT \$9.49 6 pack
+ FREE GLASS
CAPITAL AUTUMNAL FIRE
• OCTOBERFEST
• DOPPELBOCK
\$11.99 6 pack
ABITA PECAN ALE \$7.99 6 pack

CHIMAY BELGIAN TRAPPIST ALE GRANDE RESERVE \$13.49 25 oz
+ FREE GLASS
LINDEMAN'S FRUIT ALES
25 OZ BOTTLES
• RASPBERRY
• CHERRY
• STRAWBERRY
• PEACH
\$7.99
OMMEGANG
• HENNEPIN
• SAISON ALE
• ABBEY ALE
\$9.49 4 pack

DOG FISH HEAD PALO SANTO (WOOD AGED BROWN ALE) \$12.99 4 pack
+ FREE GLASS
INNIS & GUNN OAK AGED SCOTCH ALE \$9.49 4 pack
ST. FRANCIS BREWING TEOTAWAKI
(BOURBON BARREL IMPERIAL BROWN W/ VANILLA, MOLASSES, CINNAMON, PECANS & SWEET POTATOES)
\$9.99 22 oz

NOVEMBER BREWERY OF THE MONTH

SIERRA NEVADA
6 PACK - ALL VARIETIES (EXCLUDES OVI, HOPTIMUM & NARWAHL) \$7.99
12 PACK BOTTLES/CANS - ALL VARIETIES \$12.99
24 PACK CELEBRATION ALE & PALE ALE \$24.99
FREE PINT GLASS W/2-6 PACKS, 1-12 PACK OR 24 PACK

NOVEMBER BEER SPECIALS

STELLA ARTOIS, HOEGAARDEN OR BEST OF BELGIUM SAMPLER
12 PACK BOTTLES \$14.49
BUY 1-12 PACK, GET 2ND 12 PACK 50% OFF
NEW BELGIUM OAKSPIRE BOURBON BARREL ALE
(AGED IN KNOB CREEK BARRELS)
\$11.99 6 pack
"Discount Exclusive" - FROM ALGOMA - AHNAPPEE BREWING
• AMBER
• MILK STOUT
• COFFEE BLONDE
\$8.99 6 pack

SOL CERVEZA
12 PACK BOTTLES \$13.99
BUY 1-12 PACK, GET 2ND 12 PACK FREE
SPRECHER
- ALL VARIETIES -
\$6.99 6 pack
BUY 2-6 PACKS, GET FREE PINT GLASS
"Sale Price" SPATEN OCTOBERFEST
24 12-OZ. BOTTLES
\$23.96

LAKEFRONT
- 6 PACKS -
\$6.99
- 12 PACKS -
\$13.49
THIRD SPACE
• HAPPY PLACE
• UNITE THE CLANS
• SCOTTISH RYE
\$7.99 6 pack
+ FREE UGLY SWEATER CAN KOOZIE
BLUE MOON
12 PACK BOTTLES OR 15 PACK CANS
\$13.99
+ FREE 6 PACK OF BLUE MOON

HOLIDAY, SEASONAL & BEER GIFT PACKS ARRIVING DAILY

DEER HUNTER CAN BEER SPECIALS

MILLER HIGH LIFE, H.L. LIGHT & MILLER 64
30 PACK CANS \$13.99
INCLUDES INSTANT
MILLER LITE, MGD, COORS LIGHT & COORS BANQUET
30 PACK CANS \$14.99
INCLUDES INSTANT
BUSCH & BUSCH LIGHT
30 PACK CANS \$15.99
BUY 2-30 PACKS, GET FREE CAMO HUNTING HAT

MICHELOB ULTRA
30 PACK CANS \$17.99
INCLUDES INSTANT
BUDWEISER & BUD LIGHT
30 PACK CANS \$14.99
INCLUDES INSTANT
NEW GLARUS
• SPOTTED COW
• MOON MAN
• OCTOBERFEST
12 PACK CANS \$13.99

MIXERS • COOLERS • SODA • FOOD

SMIRNOFF HARD SELTZER
- ALL VARIETIES -
\$11.49 12 pack
FEVER TREE MIXERS
- ALL VARIETIES -
\$4.99 4 pack
STOLI GINGER BEER
4 PACK CANS \$5.00
2/\$5.00
WHITE CLAW HARD SELTZER
- ALL VARIETIES -
12 PACK CANS \$13.99
SMIRNOFF
6 PACKS
- ALL VARIETIES -
\$6.99
BUY 2-6 PACKS, GET 3RD 6 PACK FREE
DASANI WATER
24 PACK 16 OZ \$3.99

SEAGRAM'S COOLERS
12 PACK VARIETY \$8.99
"Great Over Pancakes" B&E'S TREES BOURBON BARREL AGED MAPLE SYRUP
8 oz \$14.99/\$24.99
16 oz

Discount LIQUOR
1 Liter
POLAR MIXERS
• TONIC & DIET
• LIME TONIC & DIET
• SOUR • SELTZER
5/\$4.00
Limit 5 - 1 Liter, Expires 11/22/18

Discount LIQUOR
2 Liter
ALL 7UP, PEPSI & COKE PRODUCTS
6/\$5.00
Limit 6 2 Liter, Expires 11/22/18

Discount LIQUOR
14 oz Container
MRS. BOWENS TOM & JERRY MIX
2/\$6.00
Limit 2 containers, Expires 11/22/18

Discount LIQUOR
4 Pack 16 oz
SPRECHER SODAS
-ALL FLAVORS-
2/\$5.00
Limit 4 - 4 packs, Expires 11/22/18

Discount LIQUOR
24 PACK CANS
ALL PEPSI PRODUCTS
2/\$12.00
Limit 2 - 24 packs, Expires 11/22/18

Discount LIQUOR
1.75 Bottle
MR. & MRS. T BLOODY MARY MIXES
2/\$5.00
Limit 2-1.75's, Expires 11/22/18