

Voted BEST BOTTLE SHOP IN WISCONSIN 2017 by ratebeer.com

VOTED BEST BEER, WINE & LIQUOR SELECTION IN THE SHEPHERD EXPRESS!
• 2001-2018 READERS CHOICE AWARDS

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

VOTED BEST WINE/BEER/LIQUOR STORE



WE ARE PROUD TO BE WISCONSIN FAMILY OWNED & OPERATED SINCE 1960!
SUPPORTING Locally Owned BUSINESSES GUARANTEES THAT YOUR MONEY STAYS LOCAL!

BIG SAVINGS ON BIG 1.75'S FOR YOUR JULY 4TH PARTIES!

"Big Discount on 6 Bottle Case"
KESSLER WHISKY
6/\$88.55-\$21MR
6/\$67.55

"#1 Vodka in Wisconsin"
TITO'S VODKA
\$28.99

BULLEIT BOURBON
• ORIGINAL
• RYE
\$39.99

"Hot Price"
JACK DANIELS
- ALL VARIETIES -
\$34.99

"Gin & Tonic Time!"
TANQUERAY GIN
\$28.99

"Sale Price"
JOHNNIE WALKER RED
\$28.99

"Rebate Starts 7/1"
SMIRNOFF RED, WHITE & BERRY VODKA
\$18.99-\$5MR
\$13.99

CAPTAIN MORGAN SPICED RUM
\$24.99-\$5MR
\$19.99

SAILOR JERRY SPICED RUM
\$19.99-\$5MR
\$14.99

"Buy 2 & Save"
CANADIAN CLUB
2/\$33.98-\$10MR
2/\$23.98

"Rebate Starts 7/1"
SVEDKA STARS & STRIPES VODKA
\$17.99-\$3MR
\$14.99

BACARDI PARTY DRINKS
• BAHAMA MAMA
• HURRICANE
• RUM LONG ISLAND
• ZOMBIE
\$10.99

MONTE ALBAN TEQUILA
• REPOSADO
• SILVER
\$19.99-\$10MR
\$9.99

SALVADOR'S READY TO DRINK MARGARITAS
\$7.99-\$5MR
\$2.99

SAVE \$10 INSTANTLY ON ANY 2 1.75 BOTTLES (MIX & MATCH ALL VARIETIES)

BOMBAY ORIGINAL GIN
\$24.99
\$19.99

BOMBAY SAPPHERE GIN
\$34.99
\$26.99

BACARDI RUM - ALL VARIETIES -
\$19.69
\$14.69

DEWAR'S WHITE LABEL SCOTCH
\$34.99
\$29.99

- BRANDY -

- TEQUILA -

- GIN -

- RUM -

- VODKA -

- WHISKEY -

SUMMERTIME LIQUOR SPECIALS ON 1 LITERS & 750ML

GREAT LAKES DISTILLERY GOOD LAND LIQUEURS
• CHERRY
• ORANGE
• CRANBERRY
• COFFEE
\$25.99

"NEW" HENDRICK'S MID SUMMER SOLSTICE GIN
\$32.99-\$5MR
\$27.99

SOUL BOXER READY TO DRINK OLD FASHIONED
• BRANDY
• BOURBON
\$17.99

"NEW" SKINNY FREEZER VODKA MARTINI ALCOHOLIC FREEZER POPS - 4 FLAVORS -

"NEW" SKREWBALL PEANUT BUTTER WHISKEY
\$22.99

CASAMIGOS REPOSADO TEQUILA
\$39.99

MALFY ITALIAN GINS
• ORIGINAL
• LIMONE
• PINK GRAPEFRUIT
• BLOOD ORANGE
\$19.99

DEEP EDDY VODKA
- 7 FLAVORS -
\$16.99-\$5MR
\$11.99

"0 Sugar, 100% Flavor" SMIRNOFF ZERO INFUSIONS VODKA
- 3 FLAVORS -
\$10.99

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 JULY 4TH 9-3

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 59 Years

Original Family Owned & Operated Since 1960

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

JULY WINERY OF THE MONTH

ST. FRANCIS WINERY

- CABERNET SAUVIGNON
- OLD VINE ZINFANDEL
- MERLOT
- \$14.99**

JULY WINE SPECIALS

- CHARDONNAY
- SAUVIGNON BLANC
- \$9.99**

STAGS LEAP WINERY

- NAPA VALLEY CABERNET SAUVIGNON
- \$39.99**

BERINGER KNIGHTS VALLEY

- CABERNET SAUVIGNON
- \$19.99**

TERLATO VINEYARDS

- PINOT GRIGIO
- \$16.99**

DECOY BY DUCKHORN

- CABERNET SAUVIGNON
- PINOT NOIR
- RED BLEND
- MERLOT
- ZINFANDEL
- \$15.99**

LA CREMA MONTEREY

- CHARDONNAY
- PINOT GRIS
- \$12.99**

FEDERALIST

- LODI CABERNET
- LODI ZINFANDEL
- CHARDONNAY
- HONEST RED BLEND
- \$12.99**

1000 STORIES BOURBON BARREL

- CABERNET
- ZINFANDEL
- \$12.99**

J. LOHR

- CABERNET SAUVIGNON
- MERLOT
- \$11.99**

BREAD & BUTTER

- CHARDONNAY
- PINOT NOIR
- CABERNET SAUVIGNON
- \$10.99**

"Great For the Outdoors" UNDERWOOD OREGON WINES

- 6 VARIETIES -
- 12 OZ CANS
- 2/\$10**

HAHN

- CHARDONNAY
- CABERNET SAUVIGNON
- MERLOT
- PINOT NOIR
- GSM
- \$9.99**

BIELER PERE & FILS

- PROVENCE ROSE
- \$9.99**

STELLA ROSA

- MOSCATO
- ROSSO
- \$9.99**

MATUA

- SAUVIGNON BLANC
- \$8.99**

JOEL GOTT

- SAUVIGNON BLANC
- \$8.99**

MENAGE-A-TROIS

- LAVISH MERLOT • RED
- WHITE • GOLD
- CHARDONNAY
- MIDNIGHT RED
- SAUVIGNON BLANC
- PINOT GRIGIO
- \$7.99**

NEW AGE

- WHITE • RED
- ROSE
- \$7.99**

YELLOW TAIL

- 16 VARIETIES -
- \$4.99**

HUGE SELECTION OF ROSE WINE IN STOCK!

STOP IN & ENTER TO WIN 4 TICKETS TO JULY 15TH MILWAUKEE BASEBALL GAME

SEE STORE FOR OFFICIAL RULES

COOLERS • MIXERS • SODA

BUD LIGHT RITA'S

- 12 PACK CANS
- \$8.99**

"FIRE UP THE GRILL" HARDWOOD LUMP NATURAL CHARCOAL

- 40 LB BAG
- 20 LB BAG
- \$23.99** **\$12.99**

"GREAT OVER PANCAKES" B & E'S TREES BOURBON AGED MAPLE SYRUP

- 8 OZ & 16 OZ BOTTLES!
- \$6.99**

COCK & BULL

- GINGER BEER
- DIET GINGER
- CHERRY • APPLE
- BITTER LEMON
- \$3.99**

ANGRY ORCHARD CIDER

- 12 PACKS
- \$12.99**

JACK DANIELS COCKTAILS

- 7 FLAVORS -
- \$6.99**

PLAIN SPOKE BOURBON SMASH

- 4 PACK
- \$12.99**

FEVER TREE MIXERS

- ALL NATURAL -
- 4 PACK
- \$4.99**

SCHWEPES MIXERS

- ALL VARIETIES -
- 1 LITER
- 99¢**

MILWAUKEE BREWER SPRING WATER

- 24 PACK 16 OZ
- 2/\$6**

SEAGRAM'S COOLERS

- 12 PACK VARIETY
- \$6.99**

JULY BREWERIES OF THE MONTH

SHORT'S BREWING - MICHIGAN

- MELT BY BRAIN (GIN & TONIC ALE)
- HUMA LUPA IPA
- CONTROVERSI-ALE
- JUICY BRUT
- SOFT PARADE SHANDY
- MOSA HARD CIDER & ORANGE JUICE

\$7.99

FREE SHORT'S PINT GLASS W/ANY 2 6 PACKS!

JULY IS BELGIUM BEER MONTH!

DUVEL ALE

- GOLDEN
- TRIPLE HOP CITRA ALE
- SINGLE FERMENTED

\$12.99

CHOUFFÉ ALES

- LA CHOUFFÉ BLONDE
- HOUBLON CHOUFFÉ IPA
- CHERRY COUFFÉ ROUGÉ

\$9.99

FREE DUVEL OR CHOUFFÉ GLASS W/ANY 2 4 PACKS!

FREE SUMMERFEST TICKETS

MILLER LITE OR MILLER DRAFT

- 9 PACK 160Z ALUMINUM BOTTLES
- \$10.49**

LEINENKUGEL CRAFT BEERS

- ALL VARIETIES -
- 12 PACK BOTTLES
- \$13.49**

BUY ANY TWO 9 PACK 160Z MILLER LITE OR DRAFT OR ANY ONE 12 PACK BOTTLES LEINENKUGEL CRAFT BEERS AND GET ONE FREE SUMMERFEST TICKET!

BREWS FOR YOUR JULY 4TH PARTIES, BAR-B-QUE'S & CELEBRATIONS!

STELLA ARTOIS

- 2-12 PACK CASE BOTTLES & CANS
- \$28.98-\$10MR**

NEW GLARUS

- SPOTTED COW
- MOON MAN
- NAKED PALE
- 12 PACK CANS
- \$13.99**

"Hot Price" HEINEKEN

- 18 PACK BOTTLES/CANS
- \$11.99**

BLUE MOON

- WHITE
- VARIETY
- 12 PACK BOTTLES OR 15 PACK CANS
- \$14.49**

MILLER LITE, DRAFT & 64 OR COORS LIGHT & BANQUET

- 30 PACK CANS
- \$14.99**

ROLLING ROCK

- 30 PACK CANS
- \$15.99-\$4MR**

+ FREE 6 PACK OF BLUE MOON

ESTRELLA JALISCO

- 12 PACK CANS OR BOTTLES
- \$13.99**

BUDWEISER & BUD LIGHT

- 12 PACKS CANS OR BOTTLES
- \$9.49**

WEIHENSTEPHANER GERMAN BEERS

- HEFEWEIZEN
- LAGER • PILS
- 6 PACK BOTTLES
- \$7.99**

MILLER HIGH LIFE & HIGH LIFE LIGHT

- 12 PACK BOTTLES
- \$8.49**

MILWAUKEE BREWING BIG 16 OZ CANS

- WEEKEND @ LOUIES • IPA
- CREAM ALE
- LOUIES DEMISE
- BOOYAH SAISON
- \$5.99**

OVER 65 VARIETIES OF KEG BEER - 1/6, 1/4 & 1/2 BARRELS

ALL MILLER & NEW GLARUS THIRD SPACE LAKEFRONT

- BUD PRODUCTS • SPOTTED COW • HAPPY PLACE • 6 VARIETIES -
- \$61.99** **\$69.99** **\$89.99**

• MOON MAN

- NAKED PALE
- \$89.99**

TAPPERS, TUBS, CUPS & ICE ALWAYS AVAILABLE!

- SPIKED HARD SELTZERS -

- LOW CALORIE, LOW CARB & 0 SUGAR

BON & VIV SPIKED SELTZER

- VARIETY
- 12 PACK CANS
- \$13.49**

WHITE CLAW PURE HARD SELTZER

- Variety • Pure
- Black Cherry
- "New" 70 Cal.
- 12 PACKS
- \$12.49**

SMIRNOFF SPIKED SELTZER

- Variety • Rose
- Variety • Pink
- \$10.99**

+ FREE 6 PACK BON & VIV SELTZER

TRULY HARD SELTZER

- VARIETY 12 PACKS
- \$13.99**

HENRY'S HARD SELTZER

- 12 PACK VARIETY
- \$14.99**

PRESS HARD SELTZER

- 12 PACK VARIETY
- \$13.49**

Discount LIQUOR

2 Liters ALL 7UP, PEPSI, & COKE PRODUCTS

6/\$5

Limit 6-2 Liters, Expires 7/6/19

Discount LIQUOR

1 Liters POLAR MIXERS

- TONIC & DIET
- LIME TONIC & DIET
- SOUR • SELTZER

4/\$3

Limit 4-1 Liters, Expires 7/6/19

Discount LIQUOR

16 oz Jars EILLIENS ROASTED PEANUTS

- HONEY • DRY

2/\$4

Limit 4 16 oz Jars, Expires 7/6/19

Discount LIQUOR

Free 12 oz Bottle BUDWEISER DISCOVERY AMERICAN RED LAGER

W/\$25 PURCHASE

Limit 1 - 12 oz bottle, Expires 7/6/19

Discount LIQUOR

12 Pack Cans LACROIX SPARKLING WATER

- ALL FLAVORS -

4/\$10

Limit 4-12 Packs, Expires 7/6/19

Discount LIQUOR

4 Pack 16 oz SPRECHER SODAS

- ALL FLAVORS -

2/\$5

Limit 4-4 packs, Expires 7/6/19