

Voted **BEST BOTTLE SHOP IN WISCONSIN** 2017 by [ratebeer.com](http://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



# Discount LIQUOR INC.

MILWAUKEE 5031 W. OKLAHOMA (414) 545-2175  
WAUKESHA 919 N. BARSTOW (262) 547-7525  
[www.discountliquorinc.com](http://www.discountliquorinc.com)  
f DiscountLiquor v DiscountLiqMilw i  
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 59 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  
~~\$42.99-\$5MR~~  
**\$37.99**

**BULLEIT BOURBON**  
**\$39.99**  
+ FREE 750ML MEYER BROS. OLD FASHIONED MIX

**"Hot Price" JACK DANIELS**  
• BLACK • HONEY  
• FIRE  
**\$34.99**  
INCLUDES INSTANT

**"Stock Up & Save" CAPTAIN MORGAN RUM**  
2/\$49.98-~~\$10MR~~  
2/**\$39.98**

**"#1 Selling Vodka" TITO'S VODKA**  
**\$29.99**

**JIM BEAM**  
~~\$27.99-\$7MR~~  
**\$20.99**

**"Stock Up & Save" SMIRNOFF VODKA**  
~~\$18.99-\$3MR~~  
**\$15.99**  
\$8MR ON 2 BOTTLES

**"Buy 2- Save BIG" SEAGRAM'S CANADIAN CLUB**  
2/\$33.99-~~\$10MR~~  
2/**\$23.99**

**SEAGRAM'S 7**  
~~\$17.99-\$4MR~~  
**\$13.99**

**KORBEL BRANDY**  
~~\$18.99-\$2MR~~  
**\$16.99**

**PENNSYLVANIA DUTCH EGGNOG (W/RUM, BRANDY, & WHISKEY)**  
~~\$15.99-\$3MR~~  
**\$12.99**

**EVAN WILLIAMS HONEY BOURBON**  
~~\$21.99-\$10MR~~  
**\$11.99**  
+ FREE 750ML MEYER BROS. OLD FASHIONED MIX

**SAILOR JERRY SPICED RUM**  
**\$17.99**  
INCLUDES INSTANT

## SAVE \$10 INSTANTLY

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

**BOMBAY ORIGINAL GIN**  
~~\$28.99~~  
**\$23.99**  
WHEN YOU BUY 2

**BOMBAY SAPPHIRE GIN**  
~~\$31.99~~  
**\$26.99**  
EACH WHEN YOU BUY 2

**BACARDI RUM ALL VARIETIES**  
~~\$19.69~~  
**\$14.69**  
EACH WHEN YOU BUY 2

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

## THANKSGIVING LIQUEURS & NOGS • 750 ML

|                             |         |                                      |         |
|-----------------------------|---------|--------------------------------------|---------|
| Agavero.....                | \$26.99 | Irish Mist.....                      | \$22.99 |
| Amaretto Di Saronno....     | \$24.99 | Kahlua 18.99- <del>\$4MR</del> ..... | \$14.99 |
| Amarula Cream.....          | \$19.99 | Krupnik Honey Liqueur....            | \$14.99 |
| Ancho Reyes Chile Liqueur.. | \$27.99 | Liqueur Aquavit.....                 | \$25.99 |
| B&B.....                    | \$29.99 | Liquor Strega.....                   | \$24.99 |
| Barenjager Honey.....       | \$24.99 | Lillet Red & White.....              | \$18.99 |
| Bauer's Obstler.....        | \$19.99 | Maraska Kruskovac.....               | \$19.99 |
| Becherovka.....             | \$22.99 | Mozart Chocolate Cream....           | \$21.99 |
| Berentzen Apple.....        | \$17.99 | Nocello Walnut.....                  | \$32.99 |
| Campari or Cynar.....       | \$24.99 | Patron X.O.....                      | \$16.99 |
| Canton Ginger.....          | \$29.99 | Pimms #1.....                        | \$18.99 |
| Caravella Limoncello....    | \$13.99 | Romana Sambuca.....                  | \$25.99 |
| Chambord.....               | \$29.99 | Rum Chata.....                       | \$19.99 |
| Cherry Heering.....         | \$25.99 | Sabra Orange.....                    | \$25.99 |
| Cointreau 375ML.....        | \$17.99 | St. Germain Elderflower....          | \$29.99 |
| Drambuie.....               | \$29.99 | Sweet Lucy Bourbon Cream..           | \$19.99 |
| Echte Kroatzbeere.....      | \$25.99 | Tequila Rose.....                    | \$16.99 |
| Feigling Fig.....           | \$19.99 | Tia Maria.....                       | \$24.99 |
| Fernet Branca.....          | \$27.99 | Tiramisu Liqueur.....                | \$19.99 |
| Frangelico.....             | \$21.99 | Trader Vics Chestnut.....            | \$17.99 |
| Gilka Kummel.....           | \$24.99 | Tuaca.....                           | \$21.99 |
| Godiva (3 Flavors).....     | \$23.99 | Verpoorten Advocate.....             | \$22.99 |
| Grand Marnier.....          | \$29.99 | Yvette Creme De Violette..           | \$29.99 |

**KRINGLE CREAM CREAM LIQUEUR**  
(TASTES LIKE A RACINE KRINGLE)  
**\$18.99** 750ml

**GREAT LAKES DISTILLERY GOOD LAND SPICED LIQUEURS**  
• ORANGE  
• CRANBERRY  
• CHERRY • COFFEE  
**\$25.99** 750ml

**BAILEY'S IRISH CREAM**  
-ALL VARIETIES-  
~~\$21.99-\$3MR~~  
**\$18.99** 750ml  
GIFT SETS AVAILABLE

**TIPPY COW PEPPERMINT BARK CREAM**  
**\$14.99** 750ml

**JACK DANIELS WINTER JACK TENNESSEE CIDER**  
**\$15.99** 750ml

**MILK & HONEY DATE HONEY CREAM LIQUEUR**  
**\$18.99** 750ml

**CHRISTIAN BROTHERS BRANDY EGGNOG**  
**\$6.99** 750ml

**MOTHERS CREAMS**  
• PUMPKIN SPICE  
• EGGNOG  
**\$6.99** 750ml

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

## HOLIDAY LIQUOR GIFT SETS IN STOCK

- Over 80 Varieties -

## NOVEMBER WINERY OF THE MONTH

CHATEAU STE. MICHELLE

- DRY RIESLING
- RIESLING
- SWEET RIESLING
- GEWURZTRAMINER
- CHARDONNAY
- PINOT GRIS
- SAUVIGNON BLANC

WASHINGTON STATE WINES THAT PAIR PERFECTLY W/ TURKEY OR HAM

**\$5.99** 750ml

INCLUDES INSTANT REBATE

## HOLIDAY WINE SPECIALS

**STAGS LEAP WINERY NAPA VALLEY CABERNET SAUVIGNON**  
**\$39.99** 750ml

**STAGS LEAP WINERY NAPA VALLEY MERLOT**  
**\$24.99** 750ml

**PROVENANCE NAPA VALLEY SAUVIGNON BLANC**  
**\$14.99** 750ml

\$50 MAIL IN REBATE ON 6 BOTTLES STAGS LEAP/PROVENANCE

**DECOY BY DUCKHORN**  
• CABERNET SAUVIGNON  
• PINOT NOIR  
• RED BLEND  
• MERLOT  
• ZINFANDEL  
**\$15.99** 750ml

**RODNEY STRONG SONOMA COUNTY**  
• CABERNET SAUVIGNON  
• MERLOT  
**\$12.99** 750ml  
\$36 MR ON 12 BOTTLES

**1000 STORIES BOURBON BARREL**  
• CABERNET  
• ZINFANDEL  
**\$12.99** 750ml  
\$48 MR ON 12 BOTTLES

**LA CREMA MONTEREY**  
• CHARDONNAY  
• PINOT GRIS  
• PINOT NOIR  
**\$12.99** 750ml  
**\$13.99** 750ml

**BREAD & BUTTER**  
• CHARDONNAY  
• PINOT NOIR  
• CABERNET SAUVIGNON  
**\$10.99** 750ml

**HAHN**  
• CHARDONNAY  
• CABERNET  
• MERLOT  
• PINOT NOIR  
• PINOT GRIS  
**\$9.99** 750ml

**OYSTER BAY SAUVIGNON BLANC**  
**\$9.99** 750ml

**MURPHY-GOODE**  
• CABERNET  
• MERLOT  
• PINOT NOIR  
• CHARDONNAY  
• RED BLEND  
**\$9.99** 750ml

**CHATEAU SOUVERAIN**  
• CHARDONNAY  
• CABERNET  
• MERLOT  
• SAUVIGNON BLANC  
**\$8.99** 750ml

**COLUMBIA CREST GRAND ESTATES**  
• CHARDONNAY  
• CABERNET  
• MERLOT  
• RED BLEND  
• UNOAKED CHARDONNAY  
**\$7.99** 750ml

**SCHLINK HAUS**  
• SPATLESE  
• KABINETT  
• RIESLING  
• SWEET RED  
**\$7.99** 750ml  
\$36 MR ON 12 BOTTLES

**MENAGE-A-TROIS**  
• LAVISH MERLOT • RED  
• WHITE • GOLD  
• CHARDONNAY  
• MIDNIGHT RED  
• SAUVIGNON BLANC  
• PINOT GRIGIO  
**\$7.99** 750ml  
\$24 MR ON 12 BOTTLES

**NEW AGE**  
• WHITE • RED  
• ROSE  
**\$7.99** 750ml  
\$30MR ON 12 BOTTLES

**MIRASSOU**  
• CHARDONNAY  
• MERLOT  
• CABERNET  
• PINOT NOIR  
• PINOT GRIGIO  
• SAUVIGNON BLANC  
**\$6.99** 750ml  
\$24MR ON 12 BOTTLES

**DARK HORSE**  
• CHARDONNAY  
• CABERNET  
• MERLOT  
• RED BLEND  
• PINOT NOIR  
• PINOT GRIGIO  
• SAUVIGNON BLANC  
**\$6.99** 750ml

2019 BEAUJOLAIS NOUVEAU ARRIVES  
THURSDAY, NOVEMBER 21ST  
CELEBRATE WITH THE FIRST WINE FROM THIS YEARS HARVEST

## TOAST THE HOLIDAYS - 750 ML

|                                    |          |                                          |         |
|------------------------------------|----------|------------------------------------------|---------|
| Roederer Cristal.....              | \$199.99 | Domaine Carneros Brut                    | \$21.99 |
| Dom Perignon.....                  | \$159.99 | Mumm Napa Brut, Dry, Rose.....           | \$15.99 |
| Bollinger Brut                     |          | Chandon Brut.....                        | \$15.99 |
| Special Cuvee.....                 | \$59.99  | Gloria Ferrer Brut.....                  | \$15.99 |
| Veuve Clicquot Brut...             | \$47.99  | Sofia Blanc De Blancs...                 | \$12.99 |
| Taittinger Brut.....               | \$44.99  | Lamarca Prosecco.....                    | \$12.99 |
| Moet & Chandon Imperial.....       | \$37.99  | Korbel Brut, Dry, Rose..                 | \$9.99  |
| Schramsberg Blanc De Blanc.....    | \$27.99  | Gancia Prosecco Asti, and Brut Rose..... | \$9.99  |
| Mirabelle Brut Rose...             | \$19.99  | Cook's, All Types.....                   | \$5.99  |
| Roederer Anderson Valley Brut..... | \$19.99  | Andre, All Types.....                    | \$4.99  |

Plus Many More

## Christmas Wines IN STOCK

• DOOR COUNTY THREE BOTTLE GIFT BOX

• STARLING CASTLE RIESLING

• CHRIST KINDELL GLÜHWEIN

• ST. CHRISTOPHER GLÜHWEIN

• CEDAR CREEK BLUSH

• VON STIEHL CHERRY

• THREE LAKES

• DOOR COUNTY RED, WHITE & MULLED

& MANY MORE

SHOP EARLY FOR THE BEST SELECTION

## NOVEMBER BREWERIES OF THE MONTH

**SIERRA NEVADA BREWERY**  
**6 PACK -ALL VARIETIES- (EXCLUDES NARWAHL & HEMISPHERE)**  
**\$7.99**

**12 PACK BOTTLES/CANS -ALL VARIETIES-**  
**\$12.99**

**24 PACK CELEBRATION ALE & PALE ALE**  
**\$24.99**

FREE PINT GLASS W/ANY 2-6 PACKS, 1-12 PACK OR 24 PACK!

**REVOLUTION BREWING**  
• ANTIHERO IPA  
• FREEDOM OF PRESS  
• FISTMAS HOLIDAY ALE  
6 PACK CANS  
**\$8.99**

**"NEW BREW" HAZY HERO HAZY IPA**  
6 PACK CANS  
**\$10.49**

**LEAGUE OF HEROES IPA SAMPLER**  
12 PACK CANS  
**\$17.99**

FREE PINT GLASS W/ANY 2-6 PACKS OR 1-12 PACK!

**RAISED GRAIN BREWING - WAUKESHA, WI**

- PARADOCS IMPERIAL RED
- NAKED THREESOME IPA
- BLACK WALNUT IMP. STOUT

4 PACK 16 OZ CANS  
**\$9.49**

ENTER TO WIN RAISED GRAIN MERCHANDISE

**"NEW" BOX CAR ENGLISH AMBER**

**TAKE 'ER EASY PALE ALE**

4 PACK 16 OZ CANS  
**\$8.49**

FREE RAISED GRAIN PINT GLASS W/ANY 2-4 PACK CANS!

## IMPORT, CRAFT & DOMESTIC BEER SPECIALS

**BRECKENRIDGE**  
• AMBER • STOUT  
• VANILLA PORTER  
• CHRISTMAS ALE  
6 PACK BOTTLES  
**\$7.99**  
BUY 2-6 PACKS, GET 3RD 6 PACK FREE!

**STELLA ARTOIS & "NEW" STELLA MIDNIGHT DARK**  
12 PACKS  
**\$13.99**  
BUY 1-12 PACK, GET 2ND 12 PACK 50% OFF & 2 FREE CHALICES

**NEW BELGIUM OAKSPIRE ALE**  
AGED IN KNOB CREEK BOURBON BARRELS  
**\$11.99** 6 pack  
+ FREE GLASS

**"IT'S BACK" SOUTHERN TIER CRÈME BRULÉE NITRO IMPERIAL MILK STOUT**  
BIG 16 OZ. CANS  
• SNAKE OIL COLD BREW NITRO STOUT  
• HAZY IPA  
**\$8.49** 4 pack  
BUY 2-4 PACKS, GET FREE MKE GLASS!

**RED STRIPE & NEW CASTLE BROWN ALE**  
12 PACKS  
**\$9.99**  
INCLUDES INSTANT

**MICHELOB ULTRA**  
12 PACKS  
**\$11.49**  
+ FREE 6 PACK MICHELOB ULTRA LIME

**"NEW BREW" PABST HARD COFFEE**  
4 PACKS  
**\$8.99**

**BLUE MOON**  
- ALL VARIETIES -  
12 PACK BOTTLES OR 15 PACK CANS  
**\$14.49**  
+ FREE 6 PACK ANY BLUE MOON FLAVOR

**LAKEFRONT**  
• STEIN  
• IPA  
• LAGER  
• VARIETY  
12 PACK CANS OR BOTTLES  
**\$13.49**  
INCLUDES INSTANT

**GUINNESS DRAUGHT, SMITHWICKS & 200TH ANNIVERSARY**  
12 PACKS  
**\$9.99**  
INCLUDES INSTANT

**GOOSE ISLAND**  
• CHRISTMAS  
• IPA • 312 WHEAT  
• GRUMPY OLD MAN  
6 PACKS  
**\$7.49**  
BUY 2-6 PACKS, GET 3RD 6 PACK FREE!

**DEER HUNTERS CAN BEER SPECIALS**

**MILLER HIGH LIFE & HIGH LIFE LIGHT**  
30 PACK CANS  
**\$14.49**  
INCLUDES INSTANT

**MILLER LITE, DRAFT & 64, COORS LIGHT & BANQUET**  
30 PACK CANS  
**\$15.49**  
INCLUDES INSTANT

**BUSCH & BUSCH LIGHT**  
30 PACK CANS  
**\$16.49**  
PLUS FREE CAMO HUNTING HAT

**MICHELOB ULTRA**  
30 PACK CANS  
**\$18.99**  
INCLUDES INSTANT

**BUDWEISER & BUD LIGHT**  
30 PACK CANS  
**\$15.49**  
INCLUDES INSTANT

**NEW GLARUS**  
• SPOTTED COW  
• PALE ALE  
• PILSNER  
12 PACK CANS  
**\$13.99**

## HARD SELTZER • MIXERS • COOLERS • SODA

**WHITE CLAW HARD SELTZER**  
ALL VARIETIES  
12 PACK CANS  
**\$14.49**

**BON & VIV SPIKED SELTZER**  
12 PACK CANS  
**\$10.49**  
INCLUDES INSTANT

**SMIRNOFF HARD SELTZER**  
VARIETY PACK  
12 PACK CANS  
**\$10.99**  
INCLUDES INSTANT

**LAKEFRONT GOLDEN MAPLE ROOT BEER**  
4 PACKS  
**\$5.99**

**SMIRNOFF ICE**  
• ICE • VARIETY  
12 PACKS  
**\$10.49**  
+ FREE 16 OZ. CAN SMIRNOFF SMASH

**SCHWEPPE'S MIXERS**  
-ALL VARIETIES-  
1 LITER  
**99¢**

**SEAGRAM'S COOLERS**  
12 PACK VARIETY  
**\$8.99**

**MR & MRS T MIXERS**  
-ALL VARIETIES-  
BIG 1.75 BOTTLE  
**\$5.49**

**FEVER TREE ALL NATURAL MIXERS**  
**\$4.99** 4 Pack

**LACROIX SPARKLING WATER**  
- ALL VARIETIES -  
12 Packs  
**4/\$10.00**

**SIERRA MIST - ALL VARIETIES - & SCHWEPPE'S GINGER ALE**  
2 LITERS  
**4/\$3.00**

**1 Liters POLAR MIXERS**  
• TONIC & DIET  
• LIME TONIC & DIET  
• SOUR • SELTZER  
**5/\$4.00**  
Limit 6-1 Liters, Expires 11/27/19

**2 Liter ALL 7UP, PEPSI & COKE PRODUCTS**  
**6/\$5.00**  
Limit 6-2 Liters, Expires 11/27/19

**14 oz Container MRS. BOWENS TOM & JERRY MIX**  
**2/\$6.00**  
Limit 2 Containers, Expires 11/27/19

**4 Pack 16 oz SPRECHER SODAS**  
-ALL FLAVORS-  
**3/\$9.00**  
Limit 3 - 4 packs, Expires 11/27/19