

Voted **BEST BOTTLE SHOP IN WISCONSIN** 2019 by ratebeer.com

VOTED BEST BEER, WINE & LIQUOR SELECTION IN THE SHEPHERD EXPRESS!
• 2001-2020 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!**

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
• 2,000 BEERS • 8,000 WINES
• OVER 4,000 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 61 Years
Original Family Owned & Operated Since 1960
Full Service Liquor, Beer & Wine Shop
with **EVERYDAY DISCOUNT PRICES**

Gobble Up These Great Savings On BIG 1.75's

CROWN ROYAL
• ORIGINAL
• APPLE
\$44.99

BULLEIT BOURBON
\$40.99

"Hot Price" JACK DANIELS BLACK
\$36.99
INCLUDES INSTANT

"Stock Up & Save" CAPTAIN MORGAN RUM
2/\$49.98 - **\$12MR**
2/\$**37.98**

"#1 Selling Vodka" TITO'S VODKA
2/\$33.99 - **\$8MR**
2/\$**25.99**

JIM BEAM
\$25.99 - **\$5MR**
\$20.99

"Buy 2-Save BIG" CANADIAN CLUB
2/\$33.99 - **\$8MR**
2/\$**25.99**

SMIRNOFF VODKA
\$18.99 - **\$5MR**
\$13.99
\$12 MR ON 2 BOTTLES

KORBEL BRANDY
\$18.99 - **\$2MR**
\$16.99
\$9MR ON 3 BOTTLES

BACARDI RUM
-ALL FLAVORS-
\$16.99
WHEN YOU BUY 2

3 OLIVES VODKA
\$17.99 - **\$8MR**
\$9.99

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

WESTERN SON VODKA
\$19.99 - **\$10 MR**
\$9.99
+ FREE 12 PK BUBLY SPARKLING WATER

SAVE UP TO \$50 BY MAIL ON ANY 6 BOTTLES • 750 ML OR LARGER

- JEFFERSON BOURBON
- JAMESON IRISH
- ABSOLUT VODKA
- MALIBU RUM
- KAHLUA
- AVION TEQUILA
- ALTOS TEQUILA

THANKSGIVING LIQUEURS & NOGS • 750 ML

Agavero.....	\$24.99	Irish Mist.....	\$24.99
Amaretto Di Saronno....	\$25.99	Kahlua \$22.99 - \$3MR	\$19.99
Amarula Cream.....	\$19.99	Linie Aquavit.....	\$25.99
Ancho Reyes Chile Liqueur...	\$25.99	Liquor Strega.....	\$29.99
B&B.....	\$29.99	Lillet Red & White.....	\$18.99
Barenjager Honey.....	\$24.99	Maraska Kruskovac.....	\$20.99
Bauer's Obstler.....	\$21.99	Milk & Honey Date Cream.....	\$18.99
Becherovka.....	\$22.99	Mozart Chocolate Cream.....	\$21.99
Berentzen Apple.....	\$17.99	Nocello Walnut.....	\$32.99
Campari or Cynar.....	\$26.99	Pama Pomegranate.....	\$19.99
Canton Ginger.....	\$29.99	Pimms #1.....	\$19.99
Caravella Limoncello.....	\$13.99	Romana Sambuca.....	\$19.99
Chambord.....	\$29.99	Rum Chata.....	\$19.99
Chartreuse-Green.....	\$49.99	Somrus Chai Liqueur.....	\$17.99
Cherry Heering.....	\$25.99	St. Germain Elderflower.....	\$29.99
Cointreau 375ML.....	\$19.99	Sweet Lucy Bourbon Cream.....	\$19.99
Dorda Salted Caramel.....	\$19.99	Tequila Rose.....	\$17.99
Drambuie.....	\$31.99	Tia Maria.....	\$24.99
Feigling Fig.....	\$19.99	Tiramisu Liqueur.....	\$19.99
Fernet Branca.....	\$27.99	Trader Vics Macadamia.....	\$17.99
Frangelico.....	\$24.99	Tuaca.....	\$21.99
Gilka Kummel.....	\$24.99	Verpoorten Advocate.....	\$22.99
Grand Marier \$29.99 - \$3MR	\$26.99	Yvette Creme De Violette.....	\$29.99

KRINGLE CREAM LIQUEUR (TASTES LIKE A RACINE KRINGLE)
\$17.99 750ml

GREAT LAKES DISTILLERY GOOD LAND SPICED LIQUEURS
• ORANGE
• CRANBERRY
• CHERRY • COFFEE
\$27.99 750ml

Bailey's IRISH CREAM -ALL VARIETIES-
\$24.99 - \$5MR
\$19.99 750ml

RUM CHATA PEPPERMINT BARK CREAM
\$19.99 750ml

JACK DANIELS WINTER JACK TENNESSEE CIDER
\$17.99 750ml

CHRISTIAN BROTHERS OR MOTHERS EGGNOG
\$6.99 750ml

MOTHER'S PUMPKIN SPICE CREAM
\$6.99 750ml

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

JIM BEAM BOURBON CREAM
\$19.99 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
\$7.99 750ml

\$36 DIGITAL REBATE ON 12 BOTTLES

THANKSGIVING WINE SPECIALS

ROMBAUER CARNEROS CHARDONNAY
\$34.99 750ml

2018 BERINGER PRIVATE RESERVE NAPA VALLEY CHARDONNAY
\$19.99 750ml
97 POINTS JAMES SUCKLING

COPPOLA DIAMOND SERIES
• CLARET
• CABERNET SAUVIGNON
• MERLOT
• PINOT NOIR
\$12.99 750ml

JUSTIN PASO ROBLES CABERNET SAUVIGNON
\$19.99 750ml

DECOY BY DUCKHORN
• CABERNET SAUVIGNON
• PINOT NOIR
• ZINFANDEL
• RED BLEND
• MERLOT
\$16.99 750ml

PINE RIDGE CHENIN BLANC/ VIOGNIER
\$10.99 750ml

CONUNDRUM WHITE BLEND
\$12.99 750ml

RED BLEND
\$19.99 750ml

JOSH CELLARS
• CABERNET
• PINOT NOIR
• LEGACY RED
\$11.99 750ml

CHARDONNAY
• SAUVIGNON BLANC
• PINOT GRIGIO
\$9.99 750ml

LA CREMA MONTEREY CHARDONNAY
\$12.99 750ml

MONTEREY PINOT NOIR
\$13.99 750ml

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

OYSTER BAY SAUVIGNON BLANC
\$9.99 750ml

ST. CHRISTOPHER GLUHWEIN
\$6.99 Ltr
SERVE WARM

CHRISTMAS WINES IN STOCK

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

PERFECT FOR THANKSGIVING THREE LAKES PUMPKIN
\$9.99 750ml

MATUA SAUVIGNON BLANC
\$8.99 750ml

2021 BEAUJOLAIS NOUVEAU ARRIVES THURSDAY, NOVEMBER 18TH
CELEBRATE WITH THE FIRST WINE FROM THIS YEARS HARVEST

TOAST THE HOLIDAYS - 750 ML

NICOLAS FEUILLATTE BRUT
\$32.99 750ml

MUMM NAPA
• BRUT
• ROSE
• BLANC DE BLANC
\$15.99 750ml

CHANDON
• BRUT
• ROSE
• SWEET STAR
• BLANC DE PINOT NOIR
\$16.99 750ml

SEGURA VIUDAS
• BRUT
• BRUT ROSE
\$7.99 750ml

Plus Many More Champagnes and Sparklings

Wine Glassware & Accessories

4 GLASS BOX SETS
• RED WINE
• WHITE WINE
• STEEMLESS
• CHAMPAGNE
\$19.99

GLASS WINE DECANTERS
• SEVERAL VARIETIES
\$19.99 & UP

24 BOTTLE WINE ADVENT CALENDARS
\$79.99
WHILE SUPPLIES LAST

Large Selection of Wine Accessories
ALL WHILE SUPPLIES LAST

NOVEMBER BREWERIES OF THE MONTH

SIERRA NEVADA BREWERY

6 PACKS
• CELEBRATION ALE
• PALE ALE
• TORPEDO IPA
\$8.49

12 PACKS
• CELEBRATION ALE
• HOPPY SAMPLER
• TORPEDO • PALE
\$13.99

24 PACK
• CELEBRATION FRESH HOP IPA
\$25.99
FREE SIERRA NEVADA PINT GLASS W/ 2-6 PACKS OR 1-12 PACK & 24 PACK

HAZY THING IPA
• BIG THING IPA
\$8.99

HAZY THING IPA
• BIG THING IPA
\$15.99

STEVENS POINT BREWERY

6 PACKS
-ALL VARIETIES-
\$6.99

12 PACK CANS
-ALL VARIETIES-
\$11.99

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

A'CHOUFFE BELGIAN ALES

• LA CHOUFFE BLONDE
• MC CHOUFFE BRUIN
• HOUBLEN CHOUFFE BELGIAN IPA

LA CHOUFFE

• CHERRY CHOUFFE
• "LIMITED RELEASE" N'ICE CHOUFFE WINTER ALE

\$10.99 4-PACKS

FREE A'CHOUFFE STEM GLASS W/ ANY TWO 4-PACKS!

IMPORT, CRAFT & DOMESTIC BEER SPECIALS

CROATIAN BEERS

KARLOVACKO
24 PACKS 16OZ
\$49.99

OZUJSKO
24 PACK 16OZ
\$39.99

PERFECT FOR THANKSGIVING LAKEFRONT BRANDY BARREL PUMPKIN ALE
6 PACK
\$14.49

STELLA ARTOIS, HOEGAARDEN OR SPATEN
12 PACKS
\$14.49
BUY 1 - 12 PACK GET 2ND 12 PACK 50% OFF

CENTRAL WATERS BOURBON BARREL AGED BREWS
• STOUT
• PECAN KRINGLE
• CASSIAN SUNSET
4 PACK
\$14.99

GOOSE ISLAND BRECKENRIDGE OR GOLDEN ROAD
- ALL VARIETIES -
15 PACK CANS
\$11.99
INCLUDES INSTANT

BLUE MOON
- ALL VARIETIES -
12 PACK BOTTLE OR 15 PACK CAN
\$11.99
INCLUDES INSTANT

HOT PRICE HEINEKEN
18 PACKS
\$15.99
INCLUDES INSTANT

A TASTE OF PUERTO RICO MEDALLA LIGHT
12 PACKS
\$11.99

GUINNESS DRAUGHT, SMITHWICK'S RED & HARP LAGER
12 PACK BOTTLES
\$10.99
+ FREE 4 - PACK GUINNESS COLD BREW COFFEE

DEER HUNTERS CAN BEER SPECIALS

BUDWEISER & BUD LIGHT & MICHELOB GOLD. LIGHT
30 PACK CANS
\$16.99
INCLUDES INSTANT

MILLER HIGH LIFE & HIGH LIFE LIGHT
30 PACK CANS
\$15.49
INCLUDES INSTANT

MILLER LITE, DRAFT & 64, COORS LIGHT & BANQUET
30 PACK CANS
\$16.99
INCLUDES INSTANT

MICHELOB ULTRA
30 PACK CANS
\$18.99
INCLUDES INSTANT

COORS LIGHT ALUMINUM BOTTLES
9 PACK CAN
\$11.49
+FREE ADMIRALS TICKET VOUCHER

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

SELTZER & READY TO DRINK COCKTAILS

VIZZY ANTI OXIDANT HARD SELTZER
12 PACK VARIETIES
\$13.99

CUTWATER SPIRITS VARIETY PACKS
• TEQUILA
• VODKA
6 PACK
\$10.99
8 PACK
\$8.99

MIGHTY SWELL SPIKED SELTZER
12 PACK VARIETIES
\$4.99

SMIRNOFF SELTZERS
- ALL VARIETIES -
12 PACKS
\$11.49

DOG FISH HEAD DISTILLING
3 VARIETIES
4PACK
\$6.99

BUD LIGHT HARD SELTZER
24 PACK VARIETY
\$9.99

SPARKLING WATER & MIXERS

FEVER TREE ALL NATURAL MIXERS
-12 VARIETIES-
4 PACK
\$4.99

LA CROIX SPARKLING WATER
-15 VARIETIES-
12 PACKS
3/\$12.00

SCHWEPES MIXERS
-ALL VARIETIES-
1 LITER
99¢

Discount LIQUOR

Coupon

1 Liters POLAR MIXERS
• TONIC & DIET
• LIME TONIC & DIET
• SOUR • SELTZER
5/\$4.00
Limit 5-1 Liters, Expires 11/25/21

Discount LIQUOR

Coupon

2 Liter ALL 7UP, PEPSI & COKE PRODUCTS
4/\$5.00
Limit 4-2 Liters, Expires 11/25/21

Discount LIQUOR

Coupon

14 oz Container MRS. BOWEN TOM & JERRY MIX
2/\$7.00
Limit 2 Containers, Expires 11/25/21

Discount LIQUOR

Coupon

4 Pack 16 oz SPRECHER SODAS
-ALL FLAVORS-
3/\$9.00
Limit 3 - 4 packs, Expires 11/25/21

Discount LIQUOR

Coupon

2 LITERS SIERRA MIST & SCHWEPES GINGER ALE
- ALL VARIETIES -
4/\$3.00
Limit 4-2 Liters, Expires 11/25/21

Discount LIQUOR

Coupon

FREE 12 PACK BUD LIGHT LEMONADE SELTZER
w/\$30 PURCHASE
Limit 1-12 Pack Expires 11/25/21