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## Give some spirits to spread spirit

By Randy Blauvelt

Lincoln liquor retailers agree that one of the best ways to spread the holiday spirit is by giving holiday spirits.

According to Dick Stoehr, owner and manager of N Street Drive-In Package Liquor and Beer, the expensive and highly advertised name brands sell best during the holiday season.

"Fancy bottles and special holiday decanters are the best sellers," he said. "But everything sells well during the holidays."

Retailers agree that December is the best month for moving large volumes of liquor. Stoehr said much of the increased business is caused by "gift-givers who buy (liquor) only once a year."

"These people usually buy the best or the most expensive items because it's just a one-time deal," he said.

### Holiday boom

Mrs. Brin Kushner, comanager of the A Go-Go Beer and Liquor Drive-In, said although business booms during the holidays, "we die in January and February."

She said she also has many "once-a-year gift-givers," but some of the largest sales are to salesmen who buy for their good accounts.

"White or rose wines sell best around Thanksgiving," she said, "but at Christmas time we mostly sell name-brand liquors."

She said the A-Go-Go doesn't have any special sales during the holidays, but gift boxes are included with many purchases.

### College market

According to Herm Strackbein, owner of Herm's Liquor Store, business slows down during the holidays.

"I've mostly got the college market," he said. "Now, business slows down during the holidays because the kids go home. The best time is football season."

Strackbein, who has no special holiday sales, agrees that wines sell best around Thanksgiving, but good bourbons and whiskeys move faster during December.

"Brands such as Ancient Age, Canadian Club and Jim Beam are the best sellers," he said.

### Wine suggested

Mitch Tavlin, owner of Tavlin Liquors, suggests wines as the most appropriate holiday gift.

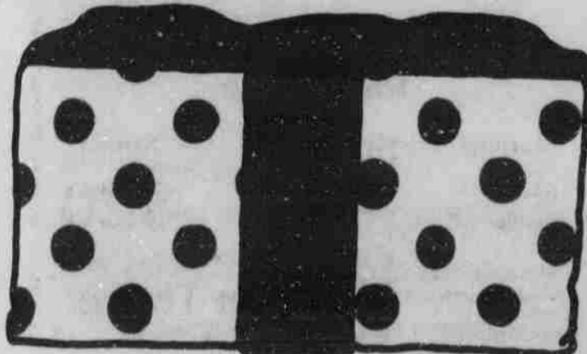
"Giving liquor as a gift is like giving garbage," Tavlin said. "Wine is a symbolic gift. It shows love, respect and admiration."

Amelia Rohrig, corporation president of Rohrig's Beverage Mart, said bourbons sell best during the holiday.

"There is a lot of partying going on during the holidays," she said. "Bourbon is probably the most acceptable



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liquor to all the people at parties. After all, you can't have every type of liquor at a party."

Rohrig said bar supplies also are a big seller during the holidays because people need the right equipment with good liquors. She said Rohrig's offers weekly specials through the holiday season.

For the student who plans to give wines or liquors as a gift, there are many retailers in Lincoln with large selections. But, the student should remember three things before buying liquor or wines as a gift. These are:

- know what the person who will get the gift likes.
- compare prices and varieties at various retailers.
- don't be too cheap.

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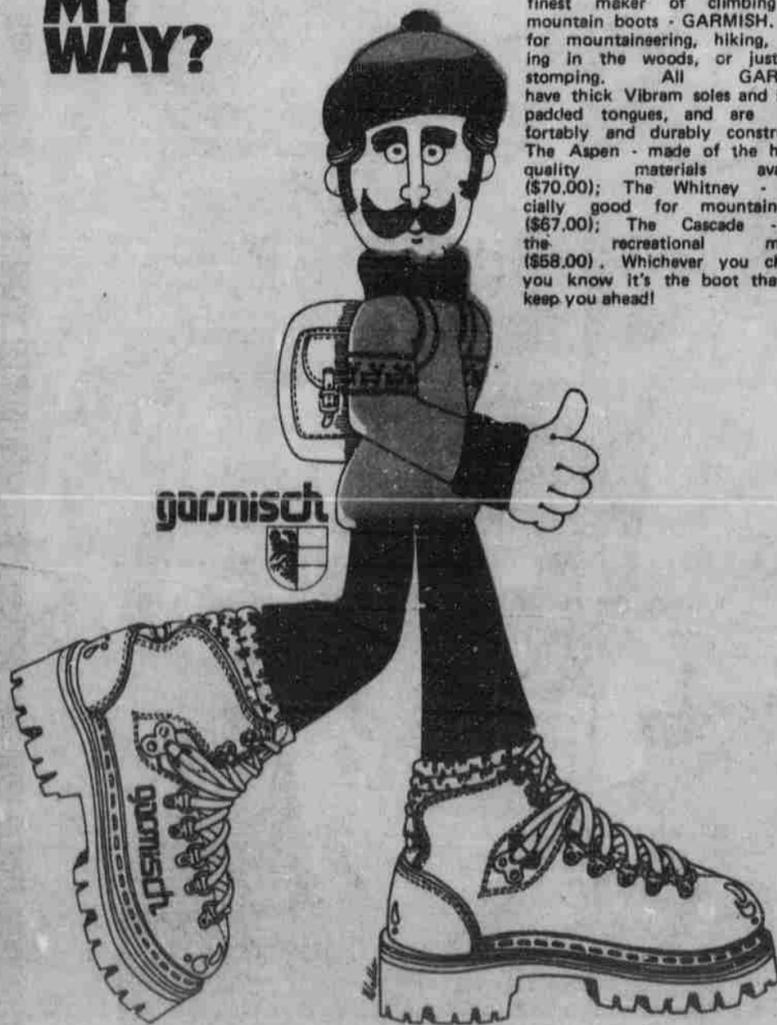
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