



ClubProcure

TOP SHELF BAR PROGRAM

What is ClubProcure's Top Shelf Bar Program?

The program offers participating ClubProcure members several ways to reduce their operating costs through marketing funds accrued from America's most popular beer, wine, and spirits companies.

IMI Agency, is North America's most respected beverage management and funding organization. ClubProcure works closely with this industry leader to bring this benefit to our membership.

How does it work?

At the beginning of each year, we negotiate with the selected beer, wine, and spirit companies and create a collective marketing fund. This account can only be utilized by the facilities enrolled in the Top Shelf Bar Program. While these clubs receive regular communication on the available funds as well as ways to utilize this program, our team works to grow the Top Shelf community to increase funding for the years to come.

What are the benefits for me?

1. Reimbursement for alcohol-related training & certifications
2. Inside access to special events & contests
3. Reimbursement for approved menu printing
4. National account pricing on products*

*in applicable states/markets

How does my club enroll?

The process is very simple. There are two things you need to do. First, complete the enrollment form either electronically or a hardcopy which includes providing us the contact info for the main beverage purchasing decision maker at your club. Our team will connect with this person to ensure we have answered any questions they may have about this program. Then simply continue to purchase the products as you do currently. Remember, the more products you buy from participating manufacturers, the more the collective fund grows in the future.

Featuring these fine participating brands will both strengthen your bar business and grow your opportunities within the Top Shelf Program.

Purchase wisely and serve responsibly!



BEER

Lagunitas IPA
Lagunitas Lil' Sumpin Sumpin
Lagunitas Daytime
Modelo Especial
Corona Extra
Corona Light
Corona Premier
Michelob Ultra
Bud Light
Budweiser
Goose Island
Local Craft
Sam Adams Boston Lager
Truly
Angry Orchard
Dogfish Head



WINE

Kobrand
75 brands available
The Wine Group
60 brands available
Constellation Brands
27 brands available
Jackson Family Wines
24 brands available



SPIRITS

Svedka
Seagram's Vodka
Tito's Handmade Vodka
Cruzan
Sipsmith
Casa Noble
Mi Campo
Corallojo
Sauza Hornitos
Sauza Gold
Jim Beam White Label
Maker's Mark
Knob Creek
Basil Hayden's
High West
Templeton Rye
Skrewball
Auchentoshan
DeKuyper
Courvoisier