

fresh foods



5 oz.
Fresh Foods Market
Shredded
Asiago, Parmesan & Romano
3-Cheese Cup
\$4.99 each
Save at least \$2.00 each
with your VIC card



6 oz. Deli Cup Fresh Foods Market
Italian Parmesan or Pecorino Romano
Grated Cheese
\$7.99 each



Save at least \$2.00 each with your VIC card

Parrano

Parrano is an unforgettable cheese with a distinctly Italian temperament. It has the alluring nutty flavor and buttery aroma of a fine aged Parmigiano-Reggiano with the smooth creamy texture of a young Dutch Gouda. Aged to perfection, Parrano is perfect as a snack, on its own, or paired with Chianti.

7 oz. Romano, Parmesan,
Asiago or Fontinella
Stella Cheese Wedges



**buy one
get one
free**
VIC item rings at half price
with your VIC card

\$9.99
per lb.



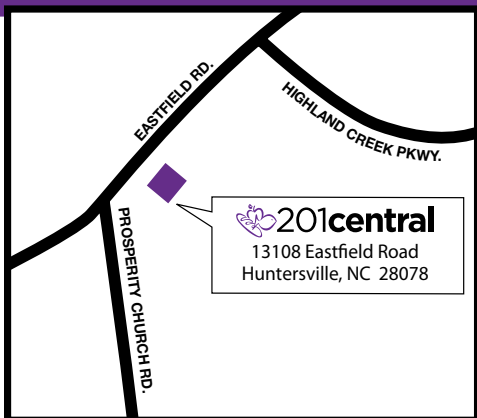
Save at least \$8.00 per lb. with your VIC card

7.5 oz.
Mini Babybel
\$5.99 each



Save at least \$2.50 each with your VIC card

two locations



Phone: 704-875-2892



Phone: 704-821-2686

MEET YOUR NEIGHBOR FROM YOUR LOCAL NEIGHBOR

THE SECRET CHOCOLATIER, Charlotte, NC

The Secret Chocolatier focuses on artisan, hand-made chocolates and confections. The family-owned company started in 2008 selling at the local farmer's markets in Charlotte, NC. In 2010 the demand became great enough that the leap for a store front had to be made. They continue to support local and seasonal ingredients by sourcing delightful chocolate varieties from farmers' markets.

The family consists of Pastry Chef Bill Dietz, his wife Karen, daughter Robin Ciordia, her husband Andy and their son Logan. Together they balance the many different aspects of running a business and creating a chocolate legacy. The Secret Chocolatier's family places your taste buds at the forefront of all other considerations. There's chocolate, and then there's The Secret Chocolatier's chocolate—your taste buds know the difference.

201central
wine, beer & specialty food

201central.com

STORE HOURS:
Monday-Thursday 9am - 9pm
Friday-Saturday 9am - 10pm
Sunday 12pm - 7pm

None sold to dealers, we reserve the right to limit quantities.

Prices good through January 31, 2017

wed	thurs	fri	sat	sun	mon	tues
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



201central

wine, beer & specialty food

JAN. 12-15, 2017

GREAT VALUE!

ALL BEER & WINE ^{under} **\$10**
IN THIS AD

THURSDAY, FRIDAY,
SATURDAY AND SUNDAY ONLY!
JANUARY 12 - 15, 2017

20%
CASE WINE
DISCOUNT



12-750 ml. bottles
or 6 - 1.5 liter bottles
All wines - Mix or Match
Any Combination



8.99

750 ml.

**Noble Vines
Pinot Noir**

price with
half case discount **8.09**



7.99

6 pk.
**Samuel
Adams
Cold Snap**



8.99

750 ml.
**Ravage
Red Blend**

price with
half case discount **8.09**



8.99

750 ml.
**Edna Valley
Chardonnay**

price with
half case discount **8.09**

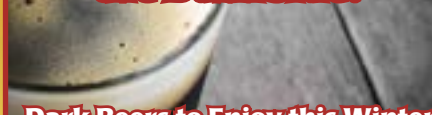
Any Port in a Storm



Great Ports and Wines
from Portugal

Friday, January 6 • 5 pm - 8 pm

**Do You Dare to Visit
the Dark Side?**



Dark Beers to Enjoy this Winter

Friday, January 13 • 5 pm - 8 pm

**Best Wine Values
Under \$20**



Friday, January 20 • 5 pm - 8 pm

Get Down & Funky



Sour, Tart and Wild Ales

Friday, January 27 • 5 pm - 8 pm

Enjoy over 100 beers and ciders by the glass for only \$4.00! (or less)
at our Wesley Chapel and Eastfield Drive Cafe/Bar



750 ml.

Masciarelli
Montepulciano

\$899

each

Price With
Half Case Discount **\$809** each



750 ml.

Chateau Ste. Michelle
Pinot Gris

\$899

Price With
Half Case Discount **\$809** each



750 ml.

Red Diamond

\$799

each

Price With
Half Case Discount **\$719** each

750 ml.
Bogle
Petite Syrah

\$899

each

Price With
Half Case Discount **\$809** each



750 ml.
Belcrème de Lys
Chardonnay

\$899

each

Price With
Half Case Discount **\$809** each



750 ml.
Estancia
Merlot

\$999

each

Price With
Half Case Discount **\$899** each



750 ml.
Mirassou
Red Blend

\$899

each

Price With
Half Case Discount **\$809** each





26 oz. Bob's Red Mill
Buckwheat
Pancake &
Waffle Mix



\$3.99
each



Save at least \$1.00 each with your VIC card

32 oz.
Tabasco
Bloody Mary
Mix



\$3.99
each



Save at least \$1.00 each with your VIC card

4.5 oz.
Bella-Famiglia
Stuffed Olives



\$3.99



Save at least \$1.50 each with your VIC card

9.3 oz. Rothschild Farm
Raspberry
Wasabi
Dipping Mustard



\$6.99
each



Save at least \$1.00 each with your VIC card

16 oz.
Medford Farms
Pure Honey



\$4.99
each



Save at least \$2.00 each with your VIC card

8 oz.
Dickinson's
Sugar Free
Preserves



2/\$7



Save at least \$2.98 on 2 with your VIC card

12 oz.
Al Dente
Fettucine



\$3.49
each



Save at least \$1.20 each with your VIC card

20 oz.
Rose's
Cocktail
Infusions



\$5.99
each



Save at least \$1.00 each with your VIC card

11.75 oz.
Wholesome
Organic
Agave

organic



\$4.99



Save at least \$1.00 each with your VIC card

16 oz.
Frontera
Gourmet Mexican
Salsa



\$3.99



Save at least \$1.00 each with your VIC card

4.76 - 5.29 oz.
Pierre
Pure Butter
Cookies



\$2.99
each



Save at least 80¢ each with your VIC card



Particulares Cigars

Particulares cigars trace their history back to Cuba in 1895, and two men named Segundo Lopez and Alonso Menendez. The latter name should be familiar to some cigar smokers, possibly because he is credited with being the individual responsible for bringing the Montecristo brand to prominence, or possibly because his son is Benji Menendez, a noted figure in the modern cigar world who retired a few years ago after more than 60 years in the industry.



OVER 400
cigars to choose from.

10% off
the purchase of any
12 cigars. Mix or match.

Sindicato is proud to reintroduce the Particulares line back into the industry. Particulares cigars are constructed in the Tabacaos Valle de Jalapa S.A. factory, with a Nicaraguan Binder and filler, finished in a slightly oily Nicaraguan Shade Grown Corojo Wrapper. This medium to medium/mild cigar burns beautifully with pepper tones, notes of toasted sour dough bread and earth flavors from the rich volcanic soils of Nicaraguan mountains.

Sindicato
Particulares #1
\$7.95

each

Sindicato
Particulares Delicioso
\$8.95

each

201**central** offers over 400 varieties of cigars and pipe tobacco from around the world! Our walk-in humidor offers the ultimate environment to deliver the best smoking experience possible! Plus, we offer an assortment of cigar and pipe smoking accessories.

Be sure to stop in the humidor and see a number of new cigar additions.

educational classes

Each 201**central** location will hold classes, seminars and tasting events consisting of wine maker appearances, Brewmaster appearances, wine and food pairing events and home brewing classes. These events will be posted on our community event chalk board at the store. Check out what's coming to your 201**central**! Visit www.201central.com for dates and times.



home brewing



Interested in brewing your own beer? 201**central** has the equipment you need to brew your own beer or create your own wine! We offer wine and beer brewing equipment, individual accessories for your home brewing needs and over 40 varieties of wine kits and 50 varieties of beer kits!



FREE

Soda, Coffee, Cappuccino or Latte

With the purchase of a pastry in our cafe with your VIC card.

get
\$10 OFF
general merchandise purchases
see store for details



1

Use your VIC card, spend \$50 or more in a single transaction* at either 201**central** location. Offer valid through 1/31/17.

2

A coupon will print at the register good for \$10 OFF your next General Merchandise purchase of \$10 or more.

“Hot” Wines for Cold Days



750 ml.
Avalon Cabernet Sauvignon
or Chardonnay

\$899
each



Price With
Half Case Discount **809** each

750 ml.
3 Girls
Pinot Noir

\$899
each



Price With
Half Case Discount **809** each

750 ml.
Peirano
“The Other” Red Blend

\$999
each



Price With
Half Case Discount **899** each

750 ml.
Primal Roots or
Cocobon Red Blend

\$699
each



Price With
Half Case Discount **629** each

750 ml.
Firesteed Pinot Gris
and Pinot Noir

\$999
each



Price With
Half Case Discount **899** each

750 ml.
Ca’Momi
Rosso

\$899
each



Price With
Half Case Discount **809** each

the Perfect Beers to Break the Chill



6 pk.
Bell’s
Two Hearted

\$999
each



6 pk.
Foothills
Hoppyum

\$799
each



6 pk.
Six Point
Sweet Action

\$899
each



6 pk.
Olde Hickory
Stick Stout

\$899
each



*Includes Stick Stout, Ruby,
Hefe, and Pilsner Only*

6 pk.
Elysian
Space Dust

\$999
each



6 pk.
Benford O’Soo
Oyster Stout

\$999
each



**Over 800
Unique Beers Available**

UNDER 30? 201central is committed to being a responsible corporate citizen. We will ask for and CHECK ID from any persons who appear to be under 30 years of age and purchasing alcohol or tobacco products.

sign up for our
Wine Club

Ask Customer Service or a Wine Consultant
for information on how to sign up.

beer

6 pack Oskar Blues Dale's Pale Ale

\$7.99
each



craft

6 pack Tsingtao

\$9.99
each



imported

6 pack Founders Dirty Bastard

\$7.99
each



craft

6 pack Lucky Buddha

\$9.99
each



imported

6 pack Shiner Bock

\$6.99
each



craft

6 pack Singha

\$8.99
each



imported

6 pack Victory Hop Devil

\$8.99
each



craft

25.4 oz. Foster's Oil Cans

\$1.99
each



large format

4 pack 16 oz. cans Appalachian Mtn. Brewing Porter

\$8.99
each



craft

25.4 oz. Mission Shipwrecked Double IPA

\$7.99
each



large format

make your own six pack

9.99

each



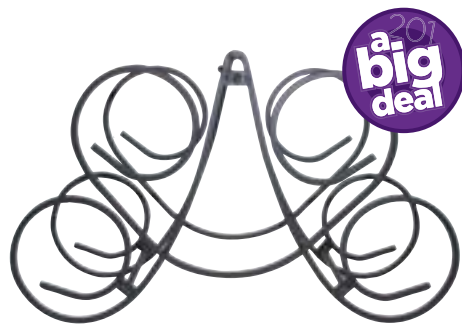
mix and match; choose from domestic and international brands

kegs at cost



Looking for beer in kegs? We offer kegs at cost - available in our refrigerated walk-in keg cooler. Don't see what you're looking for? We have many brands on hand with many more available for special order. Just call or see a store associate for assistance.

Bar Accessories



201
a big deal

Assorted
Spectrum Wine Racks

20%
OFF

Save big with your VIC card



201
a big deal

Assorted
Riedel Wine Glasses

20%
OFF

Save big with your VIC card



201
a big deal

Assorted Arrow
Hammered Dinner Ware

20%
OFF

Save big with your VIC card



201
a big deal

Assorted
Pedrini Bar Accessories

20%
OFF

Save big with your VIC card



Brewmaster's Select
Irish Red
Home Brew Kit

\$29.99
each

Save at least \$7.00 with your VIC card



Mr. Coffee
Thermal Coffee Maker

\$79.99
each

Save at least \$20.00 with your VIC card



Oster
Electric Kettle

\$39.99
each

Save at least \$10.00 with your VIC card



Oenophelia Metrokane
Aerating Pourer

\$19.99
each

Save at least \$12.00 with your VIC card

frozen



9 oz.
Ice Cream
Bon Bons

\$5.99
each

Save at least \$1.00 each
with your VIC card



16 oz.
Bove's Italian
Style Meatballs

\$7.99
each

Save at least \$2.00 each
with your VIC card



14 oz.
Mario Batali
Gelato

\$5.59
each

Save at least \$1.20 each
with your VIC card



3.6 oz.
Mediterranean
Snacks tapaz2go

2/\$7

Save at least \$2.18 on 2
with your VIC card



6.5 - 7 oz.
Cosmos
Creations

\$3.49
each

Save at least 80¢ each
with your VIC card



2.5 oz.
Brad's Organic
Raw Kale

\$5.99
each

Save at least \$1.50 each
with your VIC card

party snacks