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# Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

## 21 Means 21

By Superintendent Bruce Stevenson



Spring is the time of year for prom, graduation and other events involving young people. Unfortunately, these precious moments can turn to tragedy when underage individuals combine those celebrations with alcoholic beverages. The Division of Liquor Control wants to remind all liquor permit holders and Contract Liquor Agents of their responsibility for keeping alcohol out of the hands of underage individuals.

Help keep your community safe and also protect your business by being vigilant and thoroughly checking the identification of all young people attempting to purchase alcoholic beverages. It's also important to pay close attention to the products you are selling. There are several products on the market, such as energy drinks, that contain alcohol. Those products look similar to other non-alcoholic energy drinks, but cannot be sold to anyone under 21 years of age. It is the permit holder or Contract Agent's responsibility to make sure that alcoholic beverages, including alcohol energy drinks, are

sold only to persons who are at least 21 years of age.

Checking for valid forms of identification is critical in preventing illegal sales. We strongly encourage the use of automatic identification reader/scanner devices. We believe that the use of those devices is an important step in further reducing underage alcohol sales. Whether or not an automatic reader/scanner is used, it is critical that your employees compare the photo ID presented with the person seeking to make a purchase, and refuse a sale when the person and the photo do not appear to match.

**See 21 continued on page 3.**

## New Liquor Modernization Blog

The Division of Liquor Control recently announced the addition of a blog to the Liquor Agency Training website at <https://apps.com.ohio.gov/liqr/LMPAgencyTraining/default.aspx> called "Your Thoughts User Forum." As a new tool for the Liquor Modernization Project, the blog goes beyond direct messages using the Agency Portal. It is an interactive experience where Liquor Agents can ask questions, share best practices and provide constructive feedback. With the blog, the Division can respond quickly to questions about system fixes, and post information and instructions for correcting common problems. Please be sure to include your agency number when posting to the blog. The blog is a great vehicle for communicating information to help improve operations and make this transition period easier for everyone.



**John R. Kasich, Governor**  
State of Ohio

**Andre T. Porter, Director**  
Ohio Department of Commerce

**Bruce Stevenson, Superintendent**  
Division of Liquor Control



# Spirit Smarts

**New Products, Hot Items, Rebates, Recipes & More!**

Always promote safe sales & responsible consumption!



## Tin Cup Whiskey

**Brand Code: 9258B**

Tin Cup is made from a blend of corn, rye, and malt cut with pure Rocky Mountain water. Technically speaking, it's a bourbon, but it also has a very high rye content. Our unique mash bill and extraordinarily pure water gives Tin Cup a bolder and spicier flavor than most bourbons.



## Grey Goose VX

**Brand Code: 3916B**

An exclusive edition of Grey Goose masterfully crafted and finished with precious Cognac, Grey Goose VX complements the natural Grey Goose ingredients of Gensac spring water and the finest French winter wheat.

## Sky Barcraft Margarita Lime

**Brand Code: 8977B**

A team of experts created SKYY Barcraft, a brand new line of 60 proof flavored vodkas that deliver an authentic, crafted cocktail experience. SKYY Barcraft Margarita Lime will allow consumers to enjoy a delicious margarita at home in seconds



## Crown Royal NBA Value Add Pack

**Brand Code: 2395B**

The Cleveland District will be receiving 400 6-pack cases of 750 ml. Crown Royal Deluxe. These packages include a premium commemorative NBA flask with a gold embossed logo.



### Featured Product

## Tito's Handmade Vodka

**Brand Code: 9232B**

Produced by Texas' first and oldest legal distillery, over a span of nearly two decades, Tito's has helped pave the way for the current craft-spirits revolution. Tito's has inspired fierce loyalty among its consumers, who seem to identify strongly with founder Bert "Tito" Beveridge and his story. Beveridge, a native Texan, was originally a geophysicist who worked around the globe in several capacities. In the early 1990s, he started to make flavor-infused vodkas in his spare time, giving bottles as Christmas presents. Inspired by the success of the craft brewing industry, Beveridge sought to set up a similar enterprise for vodka—what is now called a craft distillery.

In 1996, this was a novel concept. Beveridge scoured the library for books on the process of distilling, and he perfected his own 100-percent corn-mash recipe. He pored over Prohibition-era photos to help design his original equipment, opting for traditional pot stills rather than the column stills used to make most vodkas.



All product descriptions provided by manufacturers.



# Agency Info



## New Spirits Listings APRIL 2015

21 continued from page 1.

Code	New Items
0012B	ANCHO REYES CORDIAL
0406B	BACARDI GRAN RESERVA MAESTRO RUM
0422L	BACARDI OAKHEART RUM
0518B	BALVENIE 15 YR SHERRY CASK SCOTCH
0519B	BALVENIE 17 YR DOUBLEWOOD SCOTCH
1354B	BONNIE ROSE ORANGE PEEL BOURBON
1355B	BONNIE ROSE SPICED APPLE BOURBON
1550D	CALICO JACK SPICED RUM
1644E	HENNESSY 200 ML BRANDY
1849B	CAZADORES REPOSADO TEQUILA GIFT (GLASS PACK)
2151B	KENTUCKY WILD GIN
2380B	CROWN ROYAL HAND SELECT BARREL CANADIAN
2518B	DEEP EDDY LEMON VODKA
2675B	DEWAR'S 12 SCOTCH GIFT (GLASS PACK)
2688B	DELEON DIAMANTE TEQUILA
2689B	DELEON LEONA TEQUILA
2865B	DUSSE XO BRANDY
3024E	FIREBALL CINNAMON WHISKEY
3050B	FLOR DE CANA CENTENIAL 12 RUM
3065B	FORGED OAK BOURBON

\* Please see the complete list for April on the Division's webpage at [www.com.state.oh.us/liqr](http://www.com.state.oh.us/liqr)

Ohio law provides an affirmative defense that protects permit holders who use automatic identification reader/scanners and make a bona fide effort to ascertain the true age of the person buying the alcohol by checking an Ohio driver's license, an official state of Ohio identification card, or a military identification card issued by the U.S. Department of Defense. Remember, a young person's life and a permit holder's business can be damaged forever if you allow sales of alcoholic beverages to an underage person.

In addition, please remember that it is also illegal for any person to permit the engagement of accommodations at any hotel, inn, cabin, or campground by an underage person or for an underage person, if it is known or suspected that the underage person is intoxicated or possesses any beer or intoxicating liquor. Violation of this law is a first degree misdemeanor, punishable with up to six months in jail and/or up to a \$1,000 fine.

Permit holders and Contract Agents must also be observant to ensure that no alcohol is sold to anyone who is intoxicated. Selling alcohol to an intoxicated individual is a violation of Ohio law and can also have serious consequences for a permit holder's business.

In a continuing effort to help ensure compliance with Ohio's liquor laws and to help prevent the sale of alcoholic beverages to persons who are under 21 or intoxicated, the Division continues to operate a comprehensive server training program for the employees of the 467 Contract Liquor Agencies. The goal of this program is to effectively train the employees of new contract agency locations and to retrain employees of all existing locations on their responsibility to comply with Ohio law when selling alcohol and dealing with these two main concerns.

We greatly appreciate the efforts made in past years by all permit holders and Contract Agents in working with their local communities to help prevent underage alcohol sales and the tragedies that can result. Thank you in advance for continuing these efforts and helping to make this season safe. More information on this issue can be obtained by downloading the Division's booklet, "Safe Alcohol Sales Training" and other resources from our website at [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr).

Spirituous liquor sold by Contract Liquor Agencies to licensed retailers and consumers is owned by JobsOhio Beverage System.



## Industry Social Responsibility Initiative Preventing Underage Alcohol Sales

The “We Don’t Serve Teens” campaign is a national effort aimed at reducing teen access to alcohol and educating social sources not to provide alcohol to teens. The Division of Liquor Control has partnered with Southern Wine and Spirits on this campaign. It will revise the industry aspect of the campaign with a new, focused message: “We Don’t Serve Teens...and You Shouldn’t Either.” This refinement from the original campaign theme provides industry members with a powerful, aspirational message calling for broad support from government, law enforcement and a variety of stakeholders, to rally behind a common theme. More details of this initiative to come in the near future.

### Drink Recipes

#### “Third Shift” from Cleveland’s Portside Distillery

- muddled lime wedges
- 1.5 oz. **Portside Spiced Rum**
- 4 oz. Royal Jamaican ginger beer

**Directions:** Pour over ice in cocktail glass.



#### “Greyhound”

- 2 oz. **Sky Texas Grapefruit Vodka**
- 4 oz. Club Soda
- Lemon or lime wedge for garnish



#### “Disaronno Principessa”

- **Disaronno**
- lime wedges
- Sugar
- orange bitters

**Drink Responsibly.  
Drive Responsibly.**



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**Department  
of Commerce**

**Division of Liquor Control**

[www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)

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