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# Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE  
OHIO DIVISION OF LIQUOR CONTROL

## New State Budget To Spur Economic Growth

By Director Andre T. Porter



July 1 marked the start of state government's fiscal year 2014 and the first day of a new biennial state budget that will take the Ohio Department of Commerce through June 2015. It's a time for all of us here – working with you, our friends and stakeholders – to make a fresh start, with new energy and enthusiasm for

the goals we've set for the years ahead.

Governor Kasich recently signed the new state budget into law, and it builds on the job-creating policies in the budget he signed just two years ago when Ohio and the nation were just beginning to climb out of the toughest economic downturn since the Great Depression. For example, this budget features:

- ◆ A \$2.7 billion net tax cut to make Ohio more competitive with other states – and the world – for jobs and economic growth, including a 10-percent personal income tax reduction over three years and a 50 percent small-business tax deduction on the first \$250,000 of business income.
- ◆ A new Achievement Everywhere Plan for Ohio's local schools that delivers \$1.5 billion in additional funds to help create a world-class education system and encourages schools to pursue innovative new education strategies to improve student success.

- ◆ A new funding plan for Ohio's public colleges and universities that rewards improved graduation rates in order to make Ohio a more desirable place for job creators to expand or relocate and to strengthen our economy.
- ◆ An additional \$3 billion in federal, state and local funds to meet Ohio's pressing transportation infrastructure needs – a crucial factor for a growing economy.

As for the Department of Commerce, we have undergone a major cultural shift in the last two years, towards providing exceptional customer service. Service is now a core value of the Commerce culture. We are upgrading our computer systems at the Division of Liquor Control to move at the speed of business, enhancing our website to better assist customers and stakeholders and working hard to reunite Ohioans with their unclaimed property, putting more money back into the economy.

As we celebrate the start of the state's new fiscal year, we look forward to working with you and all Ohioans we serve. We're optimistic about the future of our agency and our outstanding programs. We will continue to focus our efforts on providing common sense regulation and exceptional customer service to safeguard Ohioans, and help Ohio businesses succeed and create new jobs.



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!



### Three Olives Tartz Vodka

Three Olives Vodka is proud to announce its newest and most exciting flavor offering yet called “Tartz.” It is a new flavor sensation that combines the sweet fruit flavors of grape & mandarin orange, with the tart flavors of fruits such as cherry, citrus & apple.

### The Glenlivet Tasting Kit

Includes Glenlivet 12yr, Glenlivet 15yr, and Glenlivet 18yr in 200ml bottles. An ideal gift. Perfect for an at home tasting experience.



### Absolut Cilantro Vodka

The only cilantro flavored vodka on the market. The combination of herb and citrus is perfect for summer. Absolut Cilantro is a contemporary new flavored vodka alive with aromatic cilantro and vibrant lime. Made from all natural flavors with no added sugar, it is versatile and easy to mix.

### Black Velvet Cinnamon Rush Whisky

Black Velvet Cinnamon Rush bursts with intense cinnamon flavor and fiery heat before a long, complex finish. It’s 70 proof and perfect straight, on the rocks or blended in a handcrafted cocktail.



### 10 Cane Rum Rebate

10 Cane Rum is \$10 OFF in August! 10 Cane Glass Pack and Beach Mat Value Added Packs now available!

## Featured Product

### Russian Standard Vodka

Vodka represents nearly 40% of all sales in Ohio. It is made from a variety of sources including grain, wheat, potatoes, grapes and other fruits, molasses, sugar beets, rye, corn, and many other combinations. Many types of vodka are distilled through an activated charcoal filter to remove any taste impurities making it more pure than filtered water. It should be consumed within 12 months of purchasing.



A big factor of Vodka becoming so popular in Russia is because Vodka remains a liquid even in the coldest temperatures (think Siberia). Vodka’s popularity spread to the US market by way of France after World War II. It didn’t immediately catch on until the introduction of the “Moscow Mule” in the 1950s. A great way to enjoy a traditional Moscow Mule is with Russian Standard Vodka, Ginger Beer and a squeeze of lime juice. Build in a mug over ice.



# Agency Info



## Spotlight on SIP

The Spirits Innovation Program (SIP) Has been up and running since May of this year and has seen some fantastic results. So far, the SIP Reset Team, which is led by Jennifer Richardson, DOLC Merchandising Manager, with help from Diageo and RNDC partners, has worked together to develop merchandising templates and criteria for assortment. With the help of the auditors and sales representatives from RNDC, Southern



*Shelf reset of the Vodka category at Kroger (Agency 727) in Westerville.*

Wine and Spirits, and North American Spirits, 22 stores have been fully reset; this is a huge increase as the Division reset 52 stores total in 2012!

Feedback has been positive from the agents that have received these resets. The most common feedback received is that agents are happy with slow moving transfers being moved out of their stores and how much easier it is to navigate the Vodka section. The SIP team is anxiously awaiting data to start building the results of these changes; as stores that were tested a year ago with the SIP philosophy grew sales twice as fast as stores that weren't reset.

With the help of agents and brokers, SIP's goal of to reset 100 stores that represent nearly 50% of the dollar volume that the Division makes is well within reach.

### Do you know your ABCs? (Alcoholic Beverage Control Laws)

A quick and fun way for retailers and their employees to learn about safe and responsible alcohol sales is the Division of Liquor Control's "Test Your Knowledge" quiz. It takes only a few minutes to determine how knowledgeable you really are about Ohio's liquor laws. Visit the Division's website at [www.com.state.oh.us/liqr](http://www.com.state.oh.us/liqr) and click on the link "Test Your Knowledge Quiz."

## New Spirits Listings August 2013

Code	New Item
0126B	ART IN THE AGE - RHUBARB
0905B	BLACK MAPLE HILL SMALL BATCH
1332B	BOMBAY SAPPHIRE GIFT
1672E	SAILOR JERRY SPICED
1764B	CAPTAIN MORGAN SPICED LTD EDITION
2013E	CHOPIN PETITE SET
2047B	CIROC AMARETTO
2047M	CIROC AMARETTO
2676B	DEWAR'S 12 RESERVE GIFT
2931B	EL ZARCO GOLD
2932B	EL ZARCO SILVER
4986B	JACK DANIEL'S SNGL BAREL DUCKS UNLTD
5116L	JIM BEAM GIFT
5238B	CUERVO ESPECIAL GIFT
5255B	CUERVO ESPECIAL SILVER GIFT
6048B	MAISON ROUGE VSOP
8296B	PORTSIDE DISTILLERY HOP RUM
8297B	PORTSIDE DISTILLERY SPICED
8299B	PORTSIDE DISTILLERY VANILLA MAPLE
8728B	HORNITOS PLATA GIFT
8998B	SLOW AND LOW
9098B	STALEY RYE
9212D	THREE OLIVES GIFT
9248D	THREE OLIVES GIFT
9388B	U V PEACH

Please call the Division at (614) 644-2380 for prices and more information about new items and new special order items.

## Fiscal Year 2013 Liquor Sales:

Dollars				Gallons		
YEAR TO DATE	WHOLESALE	RETAIL	TOTAL	WHOLESALE	RETAIL	TOTAL
07/01/12 thru 6/30/13	\$260,340,954	\$608,486,536	\$868,827,490	3,302,356	8,708,703	12,011,059
07/01/11 thru 6/30/12	\$251,854,221	\$572,666,088	\$824,520,309	3,283,497	8,433,760	11,717,258
2013 vs 2012	+ \$8,486,734	+ \$35,820,448	+ \$44,307,181	+ 18,859	+ 274,943	+ 293,802
Percent change	+3.37%	+6.26%	+5.37%	+0.57 %	+3.26%	+2.51%

## Drink Recipes



### “Apple Peach Cobbler”

- 2 oz. Pearl Apple Pie Vodka;
- 1 oz. Pearl Peach Vodka;
- 1 oz. Arrow Peach Schnapps;
- Sprite.

**Directions:** Fill tall glass with ice. Add vodka, then Schnapps. Top off with Sprite, then garnish with an apple wedge.

### “Iced Strawberry Cake Martini”

- 2 oz. Smirnoff Iced Cake Flavored Vodka;
- 3 pieces of strawberries;
- 2 oz. lemonade;
- 0.5 oz. amaretto liqueur;
- 1 twist of lemon.

**Directions:** Muddle strawberries and vodka in a shaker. Add other ingredients. Shake well with ice and strain into a martini glass. Garnish with a strawberry and a lemon twist.



### “Crowd Surfer”

- 1.5 oz. Smirnoff Coconut Flavored Vodka;
- 3 oz. pineapple juice.

**Directions:** Fill rocks glass with ice. Add Smirnoff Coconut Flavored Vodka and pineapple juice. Stir well.



### “Jacob’s Storm”

- 1 Part Jacob’s Ghost;
  - 3 Parts ginger beer;
  - Fresh squeezed lime juice.
- Directions:** Build over crushed ice. Garnish with the shell of the ½ lime.



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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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