



▶ **FEATURED: NEW TANQUERAY BLOOMSBURY GIN, OLD FAMILY RECIPE** .....2



▶ **HOT ITEMS COME IN SMALL PACKAGES**.....2



▶ **“RUSH ORDERS” REPLACE VENDOR PICKUPS**.....3

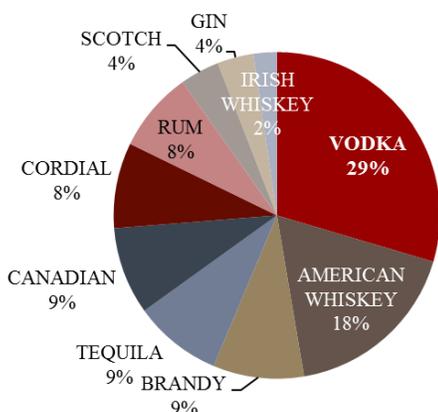
● Issue 8 ● Volume 3 ● AUGUST 2015

# Ohio Spirits Insider

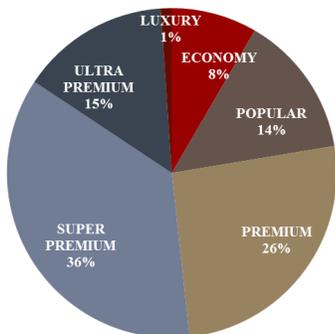
MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

## FY 2015

### Category Dollar Share



### Share of Spirit Dollars



## Spirits Category Performance FY 2015 Hot Trends and Premiumization

By Superintendent Bruce Stevenson

Evaluating and comparing dollar sales and growth for the different spirits categories is one of the most important indicators we use to help determine which products should be listed for sale, for improving the quality of the inventory, and arranging products in an Agency. It provides a big picture view of the kind of products Ohio consumers want, which can sometimes be tricky in an ever evolving market with innovative new items being introduced constantly.



Understanding trends helped the total dollar sales for the fiscal year ending June 2015 reach a record high of \$982.3 million and more than seven percent growth over last year.

The chart at top left illustrates the percentage of sales by spirits category. Vodka and American Whiskey were the largest pieces of the pie, combining to account for almost 50 percent of the total dollar sales. These two categories were followed by Canadian Whisky, Tequila and Brandy, each accounting for nine percent. American Whiskey is becoming very popular, including products made here at home by Ohio’s burgeoning micro-distillery industry. It is currently the hottest subcategory, driving 25.9 percent of Ohio’s total dollar growth.

Another important trend we directly influence and encourage through the Spirits Innovation Program is called “premiumization.” That means Ohio consumers are “trading up” to buy more expensive items, instead of drinking more as the share of the economy and popular segments decline and the premium plus segments gain share.

We are proud of the performance of 2015 and greatly appreciate the assistance and cooperation from all of our industry stakeholder partners that were part of this record-setting year.



John R. Kasich, Governor  
State of Ohio

Jacqueline T. Williams, 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!



## Buckshot Whiskey Brand Code: 1509B

Buckshot is a flavored whiskey with maple, peppered bacon, bourbon goodness that goes down smooth and amps up the moment.

## Tito's Handmade Vodka

Brand Code: 9232E

## Fireball Whiskey Brand Code: 3024E

Two of the hottest and best selling items are available in 50 ML miniatures.



## Spirit of America Bourbon Brand Code: 9127B

The master distiller selects small batches of Spirit of America (SOA) to blend and bottle in their own classic house style, leaving a long lasting, satisfying finish that stands up to any palate. Once in your glass, you will recognize the warm smell of vanilla, toasted oak, spice and tempting sweet caramel. SOA is a bourbon lover's dream; Truly a World Class Bourbon.



## Stoli Elit Brand Code: 9134B

Elit by Stolichnaya set out to pursue perfection in vodka. A product of tireless precision from grain to bottle, Elit elevates centuries of vodka tradition to the fine art of ultra-luxury vodka. Within each step of crafting award-winning Elit, a choice is made to yield the highest quality, single-estate vodka.



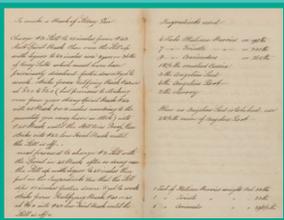
### Featured Product



## Tanqueray Bloomsbury Gin

Brand Code: 9280L

A double juniper heavy gin created from the Tanqueray family recipe book dating back to 1880 Bloomsbury, London. A great story to tell from the Tanqueray family recipe book: The Bloomsbury recipe dates from the late 1800s. It therefore dates to Charles Waugh Tanqueray's stewardship of the company in Bloomsbury. Charles Waugh Tanqueray is the son of Charles Tanqueray. In 1868, when Charles died, his son Charles Waugh Tanqueray took over his business. He was 20 years old at the time. A brilliant business man who saw the global potential for Tanqueray, Charles Waugh started promoting the brand internationally. Charles Waugh was instrumental in masterminding the merger between Charles Tanqueray & Co and Alexander Gordon & Co in 1898, forming the largest Gin House in the world.



All product descriptions provided by manufacturers.



# Agency Info



## New Spirits Listings AUGUST 2015

### “Rush Orders” Replace Vendor Pickups

A new procedure was developed for ordering and delivering out-of-stock or immediate need products called “Rush Orders.” The new Rush Order procedure will become effective August 31, 2015, and the current process for VPUs will cease. Rush Orders will be delivered exclusively by the trucking partners instead of the vendors. There is also a new business process for meeting the immediate product needs of Agency stores.

The Rush Orders process will relieve the burden of vendor pickups from the broker partners and provide them with greater opportunities to work with off and on premise accounts to promote premiumization.

#### How Rush Orders work:

- Agencies determine need for a Rush Order based on an immediate wholesale or out-of-stock need;
- Agency requests must be submitted to Agency Operations by 8 a.m. for next day Rush Orders;
- Must request a minimum of five cases; only items at \$299 or less per bottle base retail price. Exceptions: Items above \$300 will be permitted for VPUs;
- Warehouses will electronically receive the information and pick the Rush Orders the same day;
- Trucking will deliver the rush order the very next day. The entire process will be completed within a 24-36 hour window.

#### Benefits of new Rush Order process:

- Tighter inventory controls on products leaving bailment warehouses;
- Automated processing of rush order requests versus the manual vendor pickup process;
- Less disruptions for warehouse employees;
- The ability to identify Agencies that have chronic inventory issues;
- Broker sales teams can focus more on selling their products.

DLC will send a list of SKUS of the high dollar items (\$300 or more per bottle) that will be permitted for a vendor to pick up. Agency to agency transfers, facilitated by broker partners, are still permitted under the new Rush Order process.

Details of this new process, as well as instructions and training materials, were distributed to all key stakeholders and posted to the Agency Training website.

Code	New Items	Type
0013B	ANGEL'S ENVY RYE	RYE
0142B	ALASKA OUTLAW	BLENDED
1470B	BRUICHLADDICH ISLAY BARLEY	SCOTCH
1509B	BUCKSHOT PEPPERED MAPLE	BOURBON
2383D	CROWN ROYAL REGAL APPLE	CANADIAN
3510B	GENTLEMAN JACK GIFT (W/GLS & WHISKEY STONES)	TENNESSEE
3531B	GEORGE REMUS RYE 110	RYE
3966B	HAMILTON GUYANA 86	RUM
3967B	HAMILTON OVERPROOF 151	RUM
3979B	HATTER ROYALE	BOURBON
4082B	HENNESSY RYAN MCGUINNESS VAP	BRANDY
4269B	HIGH WEST AMERICAN PRAIRIE	BOURBON
4980B	JACK DANIEL'S MASTERS DISTILLERS SERIES 3	TENNESSEE
4981B	JACK DANIEL'S TENNESSEE HONEY VAP (W/CTN AND GLASS)	TENNESSEE
4982D	JACK DANIEL'S TENNESSEE FIRE	TENNESSEE
5007B	JACK DANIEL'S TENNESSEE GRILL OUT VAP (W/2 GLASSES)	TENNESSEE
5115L	JIM BEAM GIFT (W/2 50MLS - HONEY & KY FIRE)	BOURBON
5451B	KNICKERBOCKER GIN	GIN
5997B	LUCANO	CORDIAL
6713L	NEW AMSTERDAM CITRUS	VODKA
6722L	NEW AMSTERDAM PINEAPPLE	VODKA
8068B	PERMAFROST (POTATO VODKA)	VODKA
8279B	PITCHFORK WHEAT	BOURBON
8954B	SOUTHERN PRIDE DISTILLERY	MOONSHINE
8955B	SOUTHERN PRIDE DISTILLERY APPLE	MOONSHINE
8956B	SOUTHERN PRIDE DISTILLERY PEACH	MOONSHINE
8986B	SMOKED SALMON	VODKA
9275B	TOM'S FOOLERY OHIO STRAIGHT	RYE
9280L	TANQUERAY BLOOMSBURY	GIN
9691B	Y TOWN BARRELED VODKA	VODKA

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

## Top 10 Selling Brands Fiscal Year 2015

Rank	Brand	Gallons
1.	Jack Daniels Black Label	375,274
2.	Fireball	297,547
3.	Crown Royal	295,508
4.	Captain Morgan Spiced	292,983
5.	Smirnoff 80	290,238
6.	Bacardi Superior	288,098
7.	Kamchatka Vodka 80	287,897
8.	Absolut Vodka 80	272,117
9.	Black Velvet	267,693
10.	Jagermeister	228,669

## Top 10 Growth Brands Fiscal Year 2015

Rank	Brand	Dollar Growth
1.	Fireball	12.0%
2.	Tito's Handmade Vodka	10.9%
3.	Hennessy VS	10.9%
4.	Crown Royal Apple	10.4%
5.	Cîroc Pineapple	5.7%
6.	Patron Silver	4.5%
7.	Jameson	3.8%
8.	Jack Daniels Black Label	3.4%
9.	Makers Mark	2.3%
10.	Crown Royal	2.3%

## Drink Recipes



### All American Lemonade

Mix Tito's Handmade Vodka Cucumber Infusion and lemonade served over ice with a cucumber garnish.

### Cîroc Sour

- 1.5 oz. Cîroc Amaretto
- .50 oz. lemon juice
- .50 oz. orange juice
- .50 oz. simple syrup

**Directions:** Shake with ice. Strain into a chilled rocks glass and garnish with a cherry and an orange slice.



### Lazy Lakeside

- 1.5 oz. Portside Silver Rum
- .5 oz. St. Germain
- .5 oz. lemon juice
- 2 lemon wedges

**Directions:** Shake with ice. Place in cocktail glass and top with ginger beer.



Drink Responsibly.  
Drive Responsibly.



Follow us on  
Twitter @ohioliquor



**Department  
of Commerce**

**Division of Liquor Control**

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

An Equal Opportunity Employer and Service Provider

## How to Contact Us

Ohio Department of Commerce  
Division of Liquor Control  
6606 Tussing Road  
Reynoldsburg, OH 43068

Tel: (614) 644-2360  
Fax: (614) 644-2480  
TTY/TDD: 1-800-750-0750  
[www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)  
Email: [web.liqr@com.ohio.gov](mailto:web.liqr@com.ohio.gov)

Bruce Stevenson, Superintendent  
Tom Kappa, Chief, Agency Operations  
Matt Mullins, Editor, [matt.mullins@com.ohio.gov](mailto:matt.mullins@com.ohio.gov)