



Featured: Smirnoff Red, White & Berry 2



New Items for July and August 3



Sumer Recipes 4



Fiscal Year 2016 Highlights

By Bruce Stevenson, Superintendent

Fiscal Year (FY) 2016 was an extraordinary year for the Ohio Department of Commerce, Division of Liquor Control (Division). Our accomplishments reflect the Division's renewed mission to modernize operations for improved efficiency, provide exemplary service to Ohio customers and stakeholders, and take a common sense approach to regulations helping Ohio businesses grow and create jobs. Here are some of the Division's highlights and accomplishments for FY 2016.

Spirituos Liquor Sales:

The dollar sales of spirituous liquor reached a record level, totaling more than \$1 billion (\$1,051,647,379). This was an increase of 7.06 percent. The trend of Ohio consumers continuing to trade up to premium brands helped drive sales

over the billion-dollar mark. Dollar sales continued to grow at a higher rate than consumption in 2016. The total volume of spirituous liquor sold through the 467 Contract Liquor Agencies in Ohio was 13.4 million gallons, an increase of 4.16 percent over the previous year.

Liquor Permits:

The Division's Licensing Section was responsible for licensing the operations of more than 24,000 privately owned and operated manufacturers, distributors and retailers of alcoholic beverages. This includes the issuance of new permits, permit renewals and transfers, as well as the investigative and hearing requirements associated with permit issuance. The Licensing Section issued 1,619 new permits, 6,972 temporary permits, transferred 1,537 permits and renewed 24,891 permits.

Permit Fee Distribution:

The Division collected more than \$39.7 million in permit fees. Of that amount, \$38.8 million was distributed to various entities: \$13.3 million was returned to the local taxing districts for liquor law enforcement, \$17.1 million was deposited in the state's Liquor Regulatory Fund and \$7.6 million was allocated to the Ohio Department of Mental Health and Addiction Services to fund treatment and education efforts. Another \$10 million was transferred to the Ohio General Revenue Fund.

Product Registration:

The Division's Beer & Wine section registers 94,000 beer, wine and low-proof products to be sold in Ohio. The number of product registrations continues to grow each year as manufacturers, including Ohio's rapidly growing craft brewing and wine making industries, offer new and innovative items. In FY 2016, the Division registered 2,823 new beer products, 8,663 new wine products, and 137 new low-proof products for a total of 11,623 new products.

More information and highlights can be found in the Fiscal Year annual report at: <http://bit.ly/AnnualReport16>.



Spirit Smarts

New products, hot items, rebates, recipes & more
Always promote date sales & responsible consumption!



Captain Morgan Jack—O Blast

Brand Code: 1777B

The perfect shot to celebrate the end of an epic night or to toast the adventures that await this holiday season. An intensely delicious shot of Pumpkin Spiced Rum from the Captain.

Jack Daniels Single Barrel Barrel Proof

Brand Code: 5014B



Barrel Proof Jack Daniel's Single Barrel is whiskey as nature intended. Their Master Distiller has selected unique barrels that stand out for their depth of flavor, and presented at the proof yielded by handmade oak barrels. From grain to barrel and straight to the bottle, Barrel Proof Jack Daniel's Single Barrel is made in very limited quantities for those who appreciate a pure taste experience.



Jameson Cooper's Croze

Brand Code: 5077B

A whiskey reflecting the spectrum of flavours contributed by the variety of cask types, curated by Head Cooper Ger Buckey, inspired by his favourite tool - the Croze. A croze is a tool used for making the groove into which the head of the cask or barrel is positioned.

Crown Royal Vanilla

**Brand Code:
2428B**



To create this extraordinary blend, Crown Royal Whiskies are hand selected by a master blender and infused with the rich flavor of bourbon vanilla. The result is a uniquely sophisticated whiskey bursting with the flavor of vanilla and the distinctive smoothness of Crown Royal.

Smirnoff Red, White & Berry "Summer Edition"



This summer, Diageo introduced Smirnoff Red, White & Berry and it is Hot! In just two months, Ohio has depleted over 700 cases. Due to the increased demand, Ohio will be receiving another allocation to get Ohio consumers through the Labor Day Weekend. Smirnoff Red, White & Berry has the amazingly cooling taste of cherry, citrus and sweet blue raspberry flavors all combined for a blast of summer fun!! Perfect as a chilled shot or creatively mixed in your favorite summer cocktail.



John R. Kasich, Governor
State of Ohio

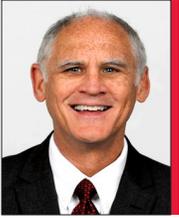
Jacqueline T. Williams, Director
Ohio Department of Commerce

Bruce Stevenson, Superintendent
Division of Liquor Control



Agency Info

Fiscal Year 2016 Sales Data



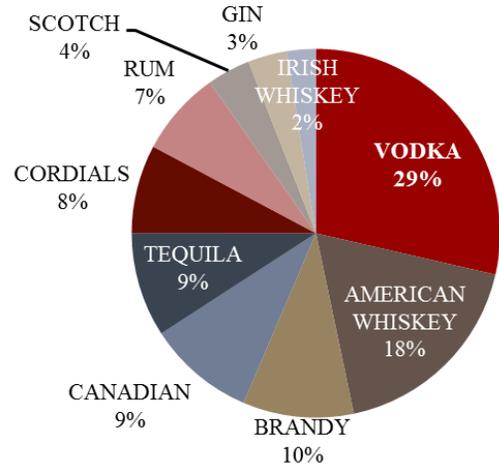
Agency Best Practices

By Gerry O'Neil, Chief of Agency Operations

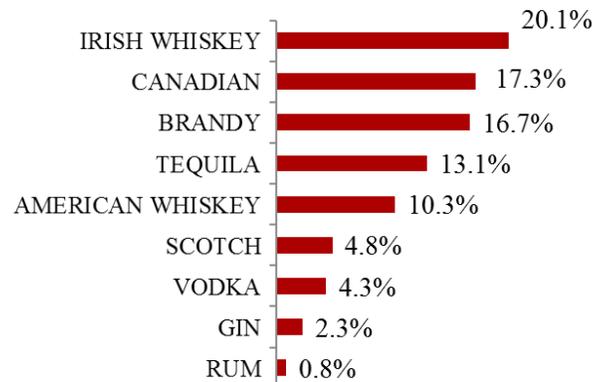
Merchandising

We have partnered with our vendors to provide analysis of marketing efforts. Our Spirits Innovation Program (SIP) uses sales data and trending software to set your store for the most effective sales experience. The placement of products as planned provides a uniform look and provides the greatest opportunity for improving sales. Please adhere to your shelf sets and keep the products fronted to keep that crisp, uniform look. Finally, a clean and neat storefront is key to making the customer feel comfortable.

Category Dollar Share



Category Dollar Growth



Drink Recipes

Berry American



- 1.5 oz. Smirnoff Red, White & Berry
- 3 oz. lemon-lime soda
- Muddled blackberries

Directions: In a Collins glass, muddle blackberries with ice. Add Smirnoff Red, White & Berry and stir. Top with lemon-lime soda. Garnish with a lemon wedge.

Vanilla Storm



- 1.5 oz. Crown Royal Vanilla Flavored Whiskey
- 5 oz. ginger beer
- 2 dashes of bitters

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New Spirits Listings August 2016

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

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
Email: web.liqr@com.ohio.gov

Bruce Stevenson, Superintendent
Harry Knight, Chief Operating Officer
Gerry O'Neil, Chief, Agency Operations
Matt Mullins, Editor, matt.mullins@com.ohio.gov



Department of Commerce

Division of Liquor Control
www.com.ohio.gov/liqr

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Code	Product	Type
0108L	Old Forester	Scotch
0217B	Apparition Apple Pie	Tequila
1474B	Bowmore 12	Tequila
1701B	Campeon Anejo	Rum
1702B	Campeon Reposado	Scotch
1777B	Captain Morgan Jack- O Blast	Rye
2003B	Chivas Regal Extra	Canadian
2272B	Copper Fox Rye	Bourbon
2428B	Crown Royal Vanilla	Bourbon
2502B	David Nicholson 1843 Reserve	Cordial
2522B	Death's Door White Whiskey	Cordial
2700E	Disaronno Etro Icon Mini 3 Pack	Cordial
2703B	Disaronno Etro Icon 2 Glass VAP	Tequila
2704B	Disaronno Riserva	Tequila
2906B	1800 Essential Tequila	Brandy
2989B	El Mayor Extra Anejo	Tequila
4095B	Hennessy Vs VAP Scott Campbell	Tequila
4829B	Hussong's Platinum Anejo	Bourbon
4830B	Hussong's Reposado	Bourbon
5120M	Jim Beam Apple	Canadian
5133B	Jim Beam Double Oak	Scotch
5988B	Lord Calvert Hunting Dog Decanter	Scotch
6027B	Macallan Double Cask	Scotch
6028B	Macallan Edition #2	Scotch
6029B	Macallan V5 Reflexion	Bourbon
6030B	Macallan V6 In Lalique	Bourbon
6076B	Maker's Mark Private Select	Bourbon
6759B	O K I Single Barrel Bourbon	Bourbon
6842B	Old Camp Peach Pecan	Rum
8361B	Rebel Yell Root Beer Whiskey	Rum
8907B	Second Sight Bourbon Barreled Rum	Bourbon
8918B	Second Sight Spiced Rum	Bourbon
8920B	1792 Full Proof	Brandy
8952B	Sinfully Thinn Cinnamon Light	Bourbon
9299B	Tom's Foolery Apple Odv	Bourbon
9300B	Tom's Foolery Corn Whiskey	Bourbon
9301B	Tom's Foolery Wheat Whiskey	Blend
9302B	Tom's Foolery Wheat Whiskey Cask Strength	Blend
9433B	Villahillbillies Original Moonshine	Bourbon
9435B	Villahillbillies Fire Jack Moonshine	Tequila
9442B	Virginia Black	Tequila
9479B	Wahaka Mezcal Joven Espadin	Irish
9482B	Wahaka Mezcalreposado Con Gusano	Bourbon
9546B	West Cork Original Irish Whiskey	Irish
9649B	Wild Turkey American Mason Jar VAP	Bourbon

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