



▶ NEW FLAVORED VODKAS,
WHISKIES & MORE.....2

○ Issue 4 ○ Volume 1 ○ May 2013



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Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE
OHIO DIVISION OF LIQUOR CONTROL

From The Director...



As you may know, Governor John R. Kasich recently appointed Commerce Director David Goodman as Director of the Ohio Development Services Agency. David did an outstanding job in leading the Department of Commerce and serving the citizens of Ohio for the past two years.

I am honored that Governor Kasich has appointed me as the new Director of the Department of Commerce.

Please allow me to briefly introduce myself. Most recently, I served as a Commissioner at the Public Utilities Commission of Ohio and assisted in the regulation of Ohio's public utilities. Prior to that, I was an attorney in private practice focused on real estate tax-

ation and public utilities law, in addition to providing general counsel for public agencies. I plan to put my private and public sector experience to work at the Department of Commerce.

Since the last issue of *Ohio Spirits Insider*, we have launched the Spirits Innovation Program (called "SIP"). SIP's mission is to enhance the overall shopping experience and modernize the look and feel of our liquor agencies. This will be accomplished through best-in-class category development practices and quality customer service. To help guide us in this process, the Division has chosen Diageo as our lead Category Partner and Republic National Distributing Company as our lead Validator for SIP.

The plan is to reset our top 125 liquor agencies beginning this month to optimize product selection, maximize

consumer value, and increase shopper satisfaction by providing an improved and consistent store experience.

With the support of our Liquor Agents and other industry partners, SIP will help us continue to grow our business responsibly while giving the citizens of Ohio a better and more fulfilling shopping experience.

If you have any questions or would like more information, please feel free to call me at 614-466-1286 or email to andre.porter@com.ohio.gov You may also contact Liquor Control Superintendent Bruce Stevenson at 614-644-2472.

Sincerely,

Andre T. Porter

Be smart this graduation season! Learn how to prevent underage sales. Resources are available at the Division of Liquor Control website: www.com.ohio.gov/liqr



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!



Pinnacle Strawberry Shortcake Vodka

The newest flavor from Pinnacle Vodka.

Reminiscent of the well known summertime dessert. The only product currently available with this unique flavor profile. Easily mixable for cocktails or as a mixed shot.

Gosling's Bermudan Rum



Ohio sales UP 27%.

Official 19th Hole drink of the PGA Tour!

The "Dark'n Stormy," the national drink of Bermuda, is made with *Gosling's Black Seal* and ginger beer.



Belvedere Unfiltered Vodka

Made from 100% "Single Estate" Dankowskie Diamond Rye; distilled four times and left unfiltered to preserve its character and taste.



Yukon Jack Flavored Whiskies

Yukon Jack Wicked Hot:

An intense hot cinnamon flavor that delivers a slow burn balanced with a smooth finish.

Yukon Jack Jacapple: The delicious taste of spiced apple with a smooth whiskey finish.

Svedka Orange Cream Pop

Creamy, candied, orange/vanilla icing flavor, transitioning to juicy then bright zesty orange notes, finishing with the full creaminess of vanilla.



Featured Product

Casamigos Tequila Blanco and Reposado

A small batch, ultra-premium tequila made from the finest, hand-selected, 100% Blue Weber agaves, which are grown in the rich, red clay soil and cool climate of the Jalisco Highlands of Mexico. 80 Proof.

The agaves are harvested after maturing for a minimum of seven years, and are hand-chosen for size and quality. They are then taken directly to the distillery and processed within 48 hours so as not to lose any of their properties.





Agency Info



Mail-In-Rebates

(*Partial list of rebates expiring May 31, 2013)

Agency E-Mail Addresses Needed

*We want to keep you in-the-loop!
Help us communicate with you better.*

*Please send your e-mail address to:
matt.mullins@com.ohio.gov*

Thank You!

Product Displays

New in-store display racks are available for many different products including **Jim Beam**, **Three Olives Strawberry Vodka**, **1800 Tequila**, **Pucker Vodka** and more. Availability is limited; please contact product brokers for more information.



| Brand Code | Product | Rebate |
|----------------|---|---|
| 5013L | Fleischmann's Vodka & Gin | Save up to \$5 on two 1.75 L bottles or \$2 on one 1.175 L bottle. |
| 8338B | Rain Organics Vodka | Save up to \$10 when you buy two bottles. |
| 2658B | Denaka Vodka | Save up to \$6 when you buy two bottles. |
| 9144B | Platinum Vodka | Save up to \$6 when you buy two bottles. |
| 9521B | Wave Vodka | Save up to \$5 on one 1.75 L, or save \$2 on one 1L or 750 ml bottle. |
| 5249B | Juarez Tequila | Save up to \$3 on all flavors and types. |
| 2949B | Ezra Brooks Bourbon | Save up to \$3 on all types, flavors. |
| Call for codes | Beam Brands 1.75 L, Beam White, Sauza Tequila, Cruzan, Canadian club, Old crow, Ron Rico, Kessler. Kamchatka, Windsor | Escalating rebate on 1.75 L. Save \$2 on one bottle, \$15 on three bottles and \$40 on six bottles. |
| all types | Svedka Vodka | Save \$2 on any 750 ml, or \$5 on any 1.75 L bottle. |
| all types | Pinnacle Vodka & Gin | Save up to \$21 on 750 ml or larger. Save \$21 on three bottles, \$10 on two bottles and \$5 on one bottle. |
| Call for codes | Hornitos Tequila (includes Lime Shot) | Save \$5 on a 750 ml. |
| 0469B | Paul Masson Brandy | Save \$3 on a 750 ml, or \$6 on two 750 ml, or one 1.75 L bottle. |
| 0170L | McMasters Whiskey | Save \$3 off any 1.75 L bottle. |
| Call for codes | Calico Jack | Save \$2 on one bottle, or \$5 on two bottles on 750 ml or larger of Calico Jack family. |
| 0189B | Black Velvet Whiskey | Save \$2.50 on a 750 ml or \$5 on a 1.75 L bottle. |
| 0175L | MacNaughton Whiskey | Save \$3 off any 1.75 L bottle. |

* Contact product broker for more information on rebate offers.

Liquor Sales Update:

Dollars

Gallons

| YEAR TO DATE | WHOLESALE | RETAIL | TOTAL |
|---------------------|--------------|---------------|---------------|
| 1/1/13 thru 4/15/13 | \$73,299,778 | \$162,033,602 | \$235,333,380 |
| 1/1/12 thru 4/15/12 | \$71,079,178 | \$152,221,401 | \$223,300,579 |
| 2013 vs 2012 | \$2,220,600 | \$9,812,201 | \$12,032,801 |
| Percent change | +3.12% | +6.45% | +5.39% |

| WHOLESALE | RETAIL | TOTAL |
|-----------|-----------|-----------|
| 923,269 | 2,317,555 | 3,240,824 |
| 921,504 | 2,241,019 | 3,162,523 |
| 1,765 | 76,536 | 78,301 |
| + .19% | +3.42% | +2.48% |

Drink Recipes

“Strawberry Shortcake Martini for 2”

- 2 oz. *Pinnacle Strawberry Shortcake Vodka*;
- 1 oz. *Pinnacle Whipped Vodka*;
- 1 oz. Amaretto;
- 4 oz. strawberry syrup;
- crushed graham crackers;
- 2 strawberries sliced for garnish.



Directions:

Coat the rim of two martini glasses with strawberry syrup. Dip glasses in the graham cracker crumbs until well coated. In a cocktail shaker filled with ice, combine vodkas, amaretto and syrup. Shake well to combine. Pour into glasses and garnish with strawberries.

“The Backspin - Rewind Selector”

- 1.5 oz. *Smirnoff No.21 Vodka*;
- 6 oz. orange juice;
- Soda water.



Directions:

Add Smirnoff No.21 Vodka & soda water in ice-filled glass and top with orange juice.

“Hammarhead”

- 1 part *Sailor Jerry Rum* (in shot glass);
- Beer of your choice;
- Shot glass & highball glass.



Directions:

Turn highball glass upside down and push a shot glass of Sailor Jerry up inside. Turn the highball glass over carefully and the shot will sit in the bottom of the glass upside down. Gently fill the glass with beer until it covers the shot glass. As you drink from the glass, the Sailor Jerry will slowly be released into the beer.

“10 Cane Mojito”



- 1 ¼ oz. *10 Cane Rum*;
- ¼ oz. Simple Syrup;
- Club soda.

Directions:

Muddle limes and mint. Add ice, 10 Cane, and simple syrup. Top with club soda.



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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