

Ohio Spirits Insider



▶ **BELVEDRE RED HELPING GLOBAL FUND.....2**



▶ **SIP CREATES DISPLAYS FOR PRESIDENT'S CUP.....3**



▶ **GREAT FALL DRINK RECIPIES.....4**

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Responsible Alcohol Sales

By Superintendent Bruce Stevenson



Fall is a time of change, but one thing that is always the same is our strong commitment to promoting safe, legal and responsible alcohol sales.

Social responsibility is an essential part of working in the alcohol beverage industry. Retail permit holders, such as bars, restaurants, carryouts, grocery stores and liquor agencies must understand their responsibilities and take steps to help keep alcohol out of the hands of underage individuals.

This is the time of year when many young people participate in activities like school football games, homecoming dances and other social events. Retail permit holders are on the front lines and must be extra vigilant to prevent underage sales. As a permit holder, it is your responsibility to educate your employees and make sure they get the proper training. Selling alcohol to anyone under 21 is not only a violation of Ohio law, but the consequences can be tragic for a young person and devastating to a business. It

can result in citations against your retail permits that will jeopardize your ability to sell alcohol in the future, may subject you to the termination provisions of your Agency Contract and can result in criminal charges and penalties.

It is imperative to always thoroughly check the identification of all young people attempting to purchase alcohol. Checking IDs can help prevent an illegal sale and also protect your business. Ohio law provides an affirmative defense that protects permit holders who make a bona fide attempt to verify that a customer is at least 21 years old by checking a valid Ohio driver's license, an official state of Ohio identification card, or a military identification card issued by the U.S. Department of Defense. There is also an affirmative defense when using an automatic identification reader/scanner. Such devices are great tools to help verify the age of a customer and the authenticity of the identification.

It is also important to pay attention to the products that you are selling. There are items such as some energy

See Responsible continued on page 4.

New Spirits Listings October 2013

Code	New Item
0030B	ABSENTE GIFT
0043B	DISARONNO AMARETTO GIFT
0045B	ABSOLUT GIFT
0055B	ABSOLUT CHICAGO
0916B	THE BLACK GROUSE
1325B	BOMBAY SAPPHIRE GIFT
1541B	BURNETT'S PUMPKIN SPICED VODKA
1714B	CANADIAN CLUB GIFT
2008B	CHIVAS 12YR GIFT
2075B	CLEVELAND CHRISTMAS
2445B	CRYSTAL HEAD GIFT
2476D	CUTTY SARK GIFT
2675B	DEWAR'S 12YR GIFT
2823B	COURVOISIER VS GIFT
2897B	EFFEN VODKA GIFT
2916L	EL JIMADOR BLANCO
2924B	ELIJAH CRAIG SINGLE BARREL 21
3069B	FOUR ROSES SMALL BATCH GIFT
3514B	GENTLEMAN JACK GIFT
3651B	THE GLENLIVET GIFT
3908B	GREY GOOSE GIFT
3914B	GREY GOOSE GIFT
4085B	HENNESSY VS GIFT
4117B	JIM BEAM GIFT

*This is a partial list; see website for complete list.



**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!

Red Stag Hard Core Cider

Continuing the flavored bourbon explosion, Red Stag by Jim Beam introduces Red Stag Hardcore Cider. The newest addition to the Red Stag Family takes the crisp fruit and subtle spiced notes of apple cider and pairs them with the world's finest bourbon for a delicious taste rich with American Heritage. Fresh pressed apple cider balanced with subtle cinnamon, complimented with a mix of caramel and vanilla. The nose blends green and red apple aromas with light cinnamon and spice notes with the taste of smooth bourbon with a sweet apple finish.



Wild Turkey Spiced Bourbon



Wild Turkey Spiced is a whole new taste from a very old and highly regarded American made brand. Kentucky Bourbon with flavors of vanilla & caramel and hints of clove & cinnamon. Wild Turkey Spiced is a higher proof at 86 proof – the optimal proof for bolder flavor.

Diosa Almond Flavored Tequila



Diosa Flavored Tequilas, first of a kind in Ohio within their category! Harvesting only the highest quality almonds to fuse with Diosa's luxury Silver tequila, the refined flavors of Diosa Almond make this a supreme sipping tequila. The nutty aroma and lightly honeyed notes of this pure blend give this flavor a warm and silky texture. 50 Proof.

Jose Cuervo Perfect Margarita

A 750 ml. bottle of Jose Cuervo Gold Tequila & Jose Cuervo Margarita Mix at no extra charge for the mix.



Bacardi Pineapple Fusion



Fuses the sweet notes of pineapple rum with the toasted flavors of coconut to deliver a liquid packed with Caribbean flavors! Try one as a chilled shot or mix it with pineapple juice!

Featured Product

Belvedere Vodka



Belvedere Vodka, the world's first super premium vodka continues its partnership with Project (RED) with Belvedere Red, a special edition bottle that raises proceeds for the Global Fund, the world's leading financier of programs to fight HIV/AIDS in Africa.

The Belvedere Red special edition bottle unifies innovative packaging by Belvedere Vodka and the iconic (RED) hue; resulting in eye-catching semi-transparent metallic bottle. Fifty percent of the profits from the global sale of every Belvedere Red special edition bottle will be contributed to the Global Fund.

The Belvedere Red Special Edition bottle delivers a clear, succinct message: Buy Belvedere Red, give Belvedere Red, and with your purchase, generate funds that help fight AIDS and save lives.





Agency Info



SIP Partners with Grocers & Brokers for “The President’s Cup”

Great news continues from the SIP (Spirits Innovation Program) Team. Early results are incredibly promising. To date, the SIP team, with huge help from our dedicated broker partners, have reset 49 stores in four months, more than all of 2012.

But the SIP team is about more than resets. The mission is to help the Division modernize and evolve in a socially responsible way. The next phase to help accomplish this mission involves merchandising.

For the first time ever, the Division has partnered with Giant Eagle, Kroger, and our broker partners to execute super premium displays themed around a special local event, the President’s Cup.

The President’s Cup is a golf tournament held every odd year in which a team of professional golfers from the United States competes against a team comprised of golfers from various other countries from around the world (excluding Europe). The teams compete for bragging rights and the actual President’s Cup. This year, the tournament was hosted at Muirfield Village Golf Club in Dublin, Ohio. This once-in-a-lifetime event brought golf spectators from



all around the world to the Columbus metro area.

To capitalize on this unique event, the SIP team analyzed data and provided force-outs to 10 key agencies that will benefit from the increased traffic. Each key broker was given a space and was directed to build a President’s Cup - themed display to capture the attention of golf tourists. Key brands featured included Jack Daniels, Ketel One, and Patron/Makers Mark.

The SIP team would like to thank everyone involved in this learning process for their hard work and dedication. A



special thank you goes out to our own Jared Camden, who visited each store, worked with managers and brokers to ensure this process was efficient, and established display standards that will be deemed as best practices and rolled out to all brokers.

Be sure to check out the President’s Cup

themed displays in a Giant Eagle or Kroger agency that are near the Dublin area. We look forward to analyzing the data, learning from the results and applying the successful strategies to future projects.

Liquor Sales Update:

Dollars

Gallons

YEAR TO DATE	WHOLESALE	RETAIL	TOTAL
1/1/13 thru 9/15/13	\$186,169,138	\$426,611,893	\$612,781,032
1/1/12 thru 9/15/12	\$182,363,296	\$397,756,889	\$580,120,185
2013 vs 2012	\$3,805,843	\$28,855,004	\$32,660,847
Percent change	+2.09%	+7.25%	+5.63%

WHOLESALE	RETAIL	TOTAL
2,348,098	6,094,361	8,442,459
2,365,159	5,848,716	8,213,875
-17,061	245,645	228,584
-0.72%	+4.20%	+2.78%

drinks that may contain alcohol, and other alcohol products with non-traditional packaging that may look similar to non-alcoholic products. Make sure that products which contain any alcohol are sold only to those customers who are over 21.

Retail permit holders are not the only businesses that can help in the fight against underage drinking. Hotel, inn, cabin, or campground operators are prohibited by Ohio law from allowing accommodations for an underage person if it is known or suspected that they are intoxicated or possesses alcohol.

Selling alcohol is a privilege that comes with great responsibility. Help protect your community and your business by making sure your employees know the law and understand the seriousness of practicing safe, legal and responsible alcohol sales. We can help by providing educational materials and other resources to help train employees. Information and resources are available on our website at www.com.ohio.gov/liqr.

Drink Recipes



"True Temptation"

- 1.5 oz. Smirnoff Wild Honey Flavored Vodka;
- 3 oz. lemonade;
- 2 oz. club soda.



"Raspberry Peach Cosmo"

- 2 oz. Grand Marnier Raspberry Peach;
- 1 oz. cranberry juice;
- 1/2 oz. fresh lime juice.

Directions: Combine all ingredients in a shaker and shake. Strain into a cocktail glass and garnish with a twist.

"Caramel Apple Cider Martini"



- 1 1/2 oz. Pinnacle Caramel Apple Vodka;
- 1 oz. Butterscotch Schnapps;
- 1/2 Cup Apple Cider.



"Pumpkin Punch"

Burnett's Pumpkin Spice Vodka, Perfect for upcoming fall Holiday Season!

- 1 oz. Burnett's Pumpkin Spice Vodka;
- 1 oz. Cranberry Juice;
- 1 1/2 oz. Orange Juice.



Follow us on
Twitter @ohioliquor



**Department
of Commerce**

Division of Liquor Control

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
Email: web.liqr@com.ohio.gov

Bruce Stevenson, Superintendent
Tom Kappa, Chief, Agency Operations
Matt Mullins, Editor, matt.mullins@com.ohio.gov