



Department
of Commerce

Division of Liquor Control



Ohio New List Process

Revised July 2018

Ohio New Listing Criteria

- **Must be active licensed Supplier/Vendor**
- **New items will be listed quarterly: January, April, July and October**

Process:

1. Required submission forms must be received by the Division of Liquor Control at least **90** days prior to listing month. Required forms are as follows:
 - Division New Item Listing Form
 - Standard Quotation and Specification Form
 - Copy of approved Tax and Trade Bureau (TTB) federal label
 - One set of approved bottle labels (front, back, neck, outside case, etc.)
 - Ohio marketing support or national support with Ohio specifically quantified
 - Listing of requested Agencies for placement
2. The division will review and compile all new items based on the information provided.
3. Submit email to ComLiquorPricing@com.state.oh.us – subject line should be: “New listing – “supplier name” – “Month 2018”
4. Email notification of items that are approved for new listing will be sent to brokers/suppliers as soon as the listing review is completed.

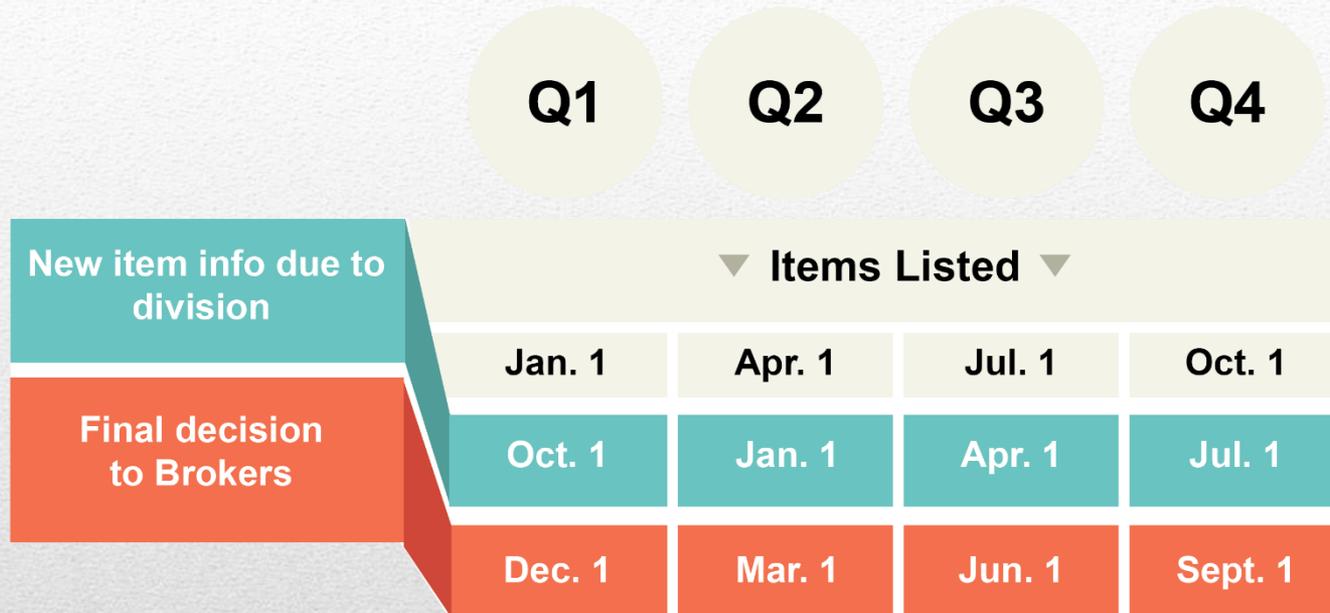
Please see schedule on following page.



Disclaimer: Process is subject to change at the discretion of the division.

Ohio New Listing Criteria

New Item Listing Calendar



Special Considerations

- Wholesale only, LTO, and seasonal items may be presented at any time with proper documentation. If submitting a wholesale only request, please note the following:
 - The wholesale form and a copy of the menu must be submitted.
 - Wholesale accounts must purchase wholesale only (WSO) products in full case quantities.
 - Wholesale accounts must purchase all cases from barrel programs at time of delivery to the Agency.
- Value Added Packs (VAP) must be presented at a quarterly listing period.



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Ohio New Listing Approval Criteria

Approval Considerations:

- Price tier of item
- Category/segment trends
- Six and 12 month case and dollar trends
- Packaging
- Innovation
- Success in other states
- Marketing support

Top Reasons For Not Being Approved:

- Poor category/segment trends
- Saturation of segment or category
- No marketing plan or support
- Limited or no prior performance data from other markets

Approval Committee Members:

- James Canepa, Superintendent, Division of Liquor Control
- Gerry O'Neil, Director of Agency Operations, Division of Liquor Control
- Jennifer Richardson, Merchandising Manager, Division of Liquor Control
- Lorraine Terry, Senior Director, JobsOhio Beverage System

The division reserves the right to deny a listing based on past performance, lack of documentation, or lack of sales data to support request.



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