

Ohio

SPIRITS INSIDER **NEWS**



Liquor Control Leadership Change

Jim Canepa, Interim Superintendent

Jim Canepa is serving as Interim Superintendent for the Division of Liquor Control. He joined the Division in February 2017 to provide project leadership for the Liquor Modernization Project (LMP).

Prior to joining the Division, Canepa served as Chief of Staff and Legal Affairs for the Ohio Environmental Protection Agency. In this role, he managed the Agency's Legal Affairs, IT Services, Fiscal, Human Resources, Facilities and Communications functions. He also oversaw regulatory compliance and enforcement, and criminal investigation and enforcement. He has served in a number of leadership capacities in state government, including roles with the Ohio Department of Public Safety, the Ohio Inspector General and the Ohio Attorney General. In these roles, he was responsible for overseeing legal affairs, complex projects and initiatives, and process improvements.

Canepa began his career with the Franklin County, Ohio, Prosecutor's Office, where he served as an Appellate Prosecutor and a Senior Trial Prosecutor. In those roles, he defended felony convictions in the Tenth District Court of Appeals (Ohio) and the Ohio Supreme Court, and supervised and litigated felony criminal trials in common pleas court, respectively.

Throughout his career, Canepa has been recognized for his exemplary work, and was honored with the Outstanding Advocacy award from the National Association of Government Attorneys, the Caulley Award for Outstanding Victims Service and a Resolution of Recognition from the Office of Governor George V. Voinovich.

Canepa earned a Juris Doctor from Capital University Law School, and a bachelor of science degree in business administration from Bowling Green State University.

JobsOhio 2016

Working for all Ohioans

The JobsOhio 2016 Annual Report and 2017 Strategic Plan is now available online at jobs-ohio.com/about/annual-report/.

In 2016, JobsOhio and its Network Partners successfully completed 284 projects for companies that committed to create 20,603 new jobs for Ohioans and make \$4.6 billion in new capital investment.

In addition, the document includes company profiles that highlight the impact of project wins on Ohio communities, including Speyside Bourbon Cooperage, which brought 50 new jobs to Jackson. Speyside started production of its white Ohio oak whiskey barrels in May 2016, making 20 barrels a day. By November, it was producing 440 barrels a day – half of the company's targeted goal of 800. You can read more about the impact of Speyside's growing business in Jackson on page 74 of the document and from the video.

Deployment Webinar Replay

The DOLC Deployment Webinar was very well received, and we want to thank everyone for their participation. For those who were unable to join us, we encourage the Agencies to view the video replay and slide deck now available on the LMP website - OhioLMP.com. We are compiling the Agencies' questions and will make a FAQ document available soon.

LMP Progress Updates

To keep stakeholders updated on the progress being made, we'd like to share a couple of recent milestones for the project:

- Both the Groveport and Green warehouses went live and are stocking product. The warehouses are on track to make the first deliveries to Agencies in May.
- The first wave of Agencies have transitioned to the new system.
- The Liquor Enterprise Service Center (LESC) launched March 30. This new and improved help center is open 24 hours a day, 7 days a week and is being staffed by the subject matter experts from the project team. The LESC will be staffed up during deployment to ensure all stakeholders have the support they need through the transition.

Please watch your emails for future LMP progress reports.

New System Training

To help Agencies succeed when Phase 2 of the Liquor Modernization Project (LMP) rolls out, the Liquor Enterprise will offer instructor-led training on the Microsoft Dynamics Enterprise Portal (think of it as an improved portal), the new wholesale terminal, and hand-held scanners, beginning in April. This training will be crucial to an Agency's understanding of the system, and will cover the tasks and processes Agencies do on a daily basis.

The training sessions will be held in several locations across the state and will require a full day, starting promptly at 8 a.m. and ending at 5 p.m. At least one representative from each Agency is required to attend – and we recommend that a second representative from each Agency attend another session on a different date. The representative(s) will receive information and materials to train the rest of their Agency staff.

Watch your email in the coming weeks for specific dates, times, and locations of the training sessions. Agencies will be assigned a specific date for training targeted to occur closely, but prior, to the day Agencies transfer over to the new system. If there are seats available, Agencies can register for an earlier session.

Given all of the steps that are required for this transition, it's important that we maintain this schedule. We appreciate everyone's flexibility and commitment to making this training a priority.

We want to thank all Agencies in helping make this launch successful.

How to Contact Us

6606 Tussing Road, Reynoldsburg, OH 43068
www.com.ohio.gov/liqr Twitter: @ohioliquor

Jim Canepa, Superintendent

Gerry O'Neil, Chief, Agency Operations

John R. Kasich, Governor, State of Ohio

Jacqueline T. Williams, Director, Ohio Department of Commerce



Tequila

The city of Tequila in west-central Mexico is the birthplace and namesake of this popular drink made from agave plants. The Aztecs were the first to make a fermented drink from the plant in the 1500s, but years later, Spanish conquistadors turned to agave when their brandy ran out. Historians argue that these drinks were not true tequila, rather they were mezcal or mezcal wine, and that the product wasn't what we now know as tequila until steam-heated ovens were used in the late 19th century.

In 1758, the king of Spain gave the first licensing manufacturer rights for tequila to Jose Antonio Cuervo. However, just three decades later, the production of all spirits was banned in Mexico by Charles III in an attempt to boost importation of Spanish spirits. Ten years later, the ban was lifted, and the industry took off.

In its lengthy history, tequila has been used as a medicine, was popular during the Mexican-American War and has become well-known and loved all over the world. Today, there are about 60 distilleries in Mexico and almost 1,000 brands of tequila are available.

How to drink tequila

The traditional way to serve tequila is neat in a tall shot glass called a caballito that is typically one to two ounces. It is recommended to slowly sip tequila at room temperature to enjoy its full bouquet and body.

Salt and lime are popular accompaniments to tequila. The proper order is to lick salt from your hand, sip the tequila and bite into a slice of lime.

Cocktails

Acapulco Blue

- .75 oz tequila
- .5 oz blue curacao
- .5 oz simple syrup
- 1 splash club soda
- .5 orange slice

Rim whiskey glass with lime juice and salt. Place half an orange slice in glass. Add crushed ice, tequila, blue curacao, simple syrup and club soda to fill. Stir lightly. Serves one.

Pomegranate Margarita

- 4 oz tequila blanco
- 2 oz Triple Sec
- .5 cup pomegranate juice
- 1 lime, juiced
- Lime wedge, plus more for garnish
- Salt
- Club soda

Pour salt onto a plate or shallow dish. With a lime wedge, rub along the rim of a glass and dip glass upside down to salt the rim. Fill glass with ice. In a cocktail shaker with ice, place the tequila, Triple Sec, pomegranate juice and lime juice. Pour into the salt-rimmed glasses and top off with club soda. Garnish with a lime wedge. Serves four.

The Paloma

- 2 oz tequila blanco
- 1 oz fresh grapefruit juice
- .5 oz fresh orange juice
- Splash of lime juice
- 1.5 oz grapefruit soda
- Grapefruit slice

Mix together the tequila, grapefruit juice, orange juice and lime juice. Pour over ice in a cocktail glass. Add the soda on top and garnish with a grapefruit slice. Serves one.



American Whiskey

American whiskey is distilled from a fermented mash of cereal grain without any coloring or flavoring additives. It is aged in new, charred oak barrels and no more than 160-proof (80% alcohol by volume). Its roots go back to the late 1700s, when westbound British, Irish and Scottish settlers started making whiskey in Kentucky.

Federal labeling requirements and “standards of identity” regulations were established in 1964, and dictate things such as what ingredients are used, how long the whiskey is aged and in what type of container, and the alcohol by volume. Based on that, an American whiskey falls into one of six categories: Bourbon, Corn, Rye, Tennessee, Wheat, White Dog (unaged whiskey, or moonshine or white whiskey) and Other American (single malt, blended and flavor infusions and craft whiskies).

Aging, the time between distillation and bottling, allows the cask to interact with the whisky, changing its chemical makeup and taste. While there is no minimum aging period, many American whiskies are aged anywhere from several years to several decades. While manufacturers try to plan for changes in consumer demand, brands with longer aging periods can sometimes be hard to find due to limited quantities.

Drinking American Whiskey

American whiskey can be enjoyed straight or in a rocks glass with ice and a splash of water. It’s also used in classic American cocktails such as the Mint Julep, Old Fashioned and Brown Derby. Look for notes of vanilla, toffee, oak and cinnamon.

American Whiskey and Politics

American whiskey played an important role in solidifying the United States’ newly formed federal government, and its will and ability to suppress resistance to its laws.

In 1791, the first tax imposed on a domestic product went into effect. The “whiskey tax” was implemented to generate revenue for the Revolutionary War debt. While the tax applied to all distilled spirits, American whiskey was the most popular spirit at the time, thus the tax’s name.

In the Whiskey Rebellion, protesters used violence and intimidation to prevent federal officials from collecting the tax. Protesters primarily were the farmers who distilled surplus grain into whiskey; many were veterans who were fighting for the principles of the American Revolution – against taxation without local representation.

The conflict came to a climax in July 1794, when a U.S. marshal arrived in Pennsylvania to serve distillers who hadn’t paid the tax. More than 500 armed men attacked the home of Tax Inspector General John Neville.

The federal government maintained that the taxes were the legal expression of Congressional powers, and responded by sending peace commissioners to negotiate with the protesters. President Washington also called on governors to send a militia force, and then personally led an army of 13,000 militiamen provided by four governors. The protesters went home before the army arrived. About 20 men were arrested, but all were later acquitted or pardoned.

Most distillers were found to be all but impossible to tax, and in the next six years, more than 175 distillers were convicted of violating the tax law.

The whiskey tax was repealed in the early 1800s.

Cocktail

Old Fashioned

- 2 tsp simple syrup
- 1 tsp water
- 2 dashes bitters
- 1 c ice cubes
- 1.5 oz. bourbon
- 1 orange slice
- 1 maraschino cherry

Directions

Pour the simple syrup, water and bitters into a whiskey glass. Stir to combine, then place the ice cubes in the glass. Pour bourbon over the ice and garnish with the orange slice and maraschino cherry.



From the Distillers' Glass

New products, hot items, recipes and more
From brokers and suppliers.

Jose Cuervo

Brand Codes: Gold, 2410B & Silver, 5247B

For more than 250 years, Jose Cuervo has been making tequila from the largest agave holdings in the world. The journey begins in the fields on the skirts of the Tequila Volcano. After seven years of maturation, the agave plants are harvested and their cores, or "piñas," are sent to the La Rojeña distillery. There, they are roasted, ground and smashed. The resulting extract is placed into fermentation tanks. Finally, it is distilled and aged to perfection in toasted barrels.



Herradura

Brand Codes: Gold, 4114B & Silver, 4115B

As the last true tequila-producing Hacienda on the planet, our sip-grade tequilas have been handcrafted and barrel-aged beyond industry standards since 1870. It's how we introduced the world to the first ever Reposado tequila, creating an entirely new category that others would come to follow. And it's why our Jimadors brave the harvest every day to gather only the highest quality 100% agave nectar.



Casa Noble Crystal Tequila

Brand Code: 1810B

Casa Noble Crystal Tequila is USDA Certified Organic and triple distilled. The brand is owned by Carlos Santana.



Patrón. The Margarita, Perfected.

Brand Code: 7984



Cocktails

Mumbai Margarita

- 1.5 oz Patrón Reposado
- .5 oz Patrón Citrónge Lime
- 1 oz fresh-squeezed lime juice
- .5 oz fresh mango puree
- .5 oz hibiscus, rose-shill syrup
- Or .5 oz simple syrup
- Jalapeño coin and a dash of rose water for garnish
- Chili-salt for rim

Combine ingredients in a cocktail shaker and shake with ice to chill. Strain into a chilled cocktail coupe glass with a chili-salt rim. Garnish with a jalapeño coin and a dash of rose water.

Pacific Rim Margarita

- 1.5 oz Patrón Silver
- .25 oz coconut syrup (monin or similar)
- .5 oz Patrón Citrónge orange
- .25 oz jalapeño-infused agave syrup
- .75 oz yuzu juice
- .25 oz fresh-squeezed lime juice
- Pinch smoked salt (optional)
- Lemon wheel for garnish

Combine ingredients in a cocktail shaker and shake with ice to chill. Strain into a chilled coupe glass and garnish with a lemon wheel.

Tiki Rita Margarita

- 2 oz Patrón Reposado
- .5 oz Patrón Citrónge Orange
- .5 oz fresh-squeezed lime juice
- .5 oz fresh-squeezed grapefruit juice
- .25 oz vanilla syrup
- Dash of allspice dram
- Lime wheel, cloves and nutmeg for garnish
- Hawaiian sea salt for rim

Combine ingredients in a cocktail shaker and shake with ice to chill. Strain onto fresh ice in a rocks glass that has been rimmed with Hawaiian sea salt. Garnish with a lime wheel pierced with three cloves and grated nutmeg.

English Garden Margarita

- 1.5 oz Patrón Silver
- .5 oz Patrón Citrónge orange
- .5 oz apricot liqueur (or peach liqueur)
- .75 oz fresh lemon juice
- .5 oz Earl Grey Tea Syrup
- Three drops orange flower water
- Two sugar snap peas, one for garnish
- Two sprigs of mint, one for garnish
- Pumpkin oil and smoked salt for rim

Combine ingredients in a cocktail shaker and shake vigorously with ice to chill. Rim the glass with a small amount of pumpkin oil and smoked salt. Garnish with mint sprig and sugar snap pea.

This information is brought to you by the manufactures of these products.

From the Distillers' Glass

New products, hot items, recipes and more
From brokers and suppliers.



Bulleit

The New Frontier

In 1987, Thomas E. Bulleit, Jr., fulfilled a lifelong dream of reviving an old family bourbon recipe by starting the Bulleit Distilling Company. Inspired by his great-great-grandfather Augustus Bulleit, who made a high-rye whiskey between 1830-1860, Tom left a successful law practice and risked everything to experience life on the frontier. Today, we're not the only ones who are glad he did.

A Legend Today

To this day, Bulleit Bourbon is distilled and aged in the Bulleit family tradition. High rye content gives it a bold, spicy character with a distinctively smooth, clean finish. Kentucky limestone-filtered water provides a foundation for the bourbon's character, while charred American oak barrels lend a smoky backbone. Our aging philosophy is simple: we wait until our bourbon is ready.

As Bulleit enthusiasts know, rye has always been our cornerstone. In this tradition, we're proud to present Bulleit Rye – a straight rye whiskey made from 95% rye and 5% malted barley. It's a whiskey with unparalleled spice and complexity.

Bulleit Bourbon

Brand Code: 1497B

Bulleit Rye

Brand Code: 1503B

Bulleit 10Yr.

Brand Code: 1502B

Voted No. 1 Best Selling American Whiskey Globally

New!

WORLD'S 50 BEST BARS
2016
Voted #1 Best Selling by bartenders of the World's 50 Best Bars *two years in a row*
Drinks International

New!

SAN FRANCISCO WORLD SPIRITS COMPETITION 2016 DOUBLE GOLD

SAN FRANCISCO WORLD SPIRITS COMPETITION 2015 GOLD MEDAL

SAN FRANCISCO WORLD SPIRITS COMPETITION 2015 GOLD MEDAL

Three bottles of Bulleit Bourbon, Rye, and 10Yr. are shown with their respective award medals. The Bourbon bottle is on the left, the Rye bottle is in the middle, and the 10Yr. bottle is on the right. Each bottle is accompanied by a gold medal from the San Francisco World Spirits Competition. The Bourbon bottle has a 2016 Double Gold medal, the Rye bottle has a 2015 Gold Medal, and the 10Yr. bottle has a 2015 Gold Medal.

Stranahan's Colorado Whiskey

Small Batch American Single Malt

Not everyone is used to the idea of a single malt coming from the states, but we have been proudly making ours in Denver, Colorado for over ten years. We use only the finest ingredients and Rocky Mountain snow melt to craft every batch.

Original: The First Rocky Mountain Single Malt

Brand Code: 9140B

This is the number one American single malt whiskey in the US. Born in the heart of the Rocky Mountains and hand-crafted from barley to bottle in our distillery. Our whiskey is non-chill filtered and well-built in small batches.

Diamond Peak: Selected from Our Most Distinct Casks

Brand Code: 96289B

Stranahan's Diamond Peak is a single malt whiskey hand-selected by Master Distiller Rob Dietrich from some of our most distinct casks. Hand crafted in small batches.



Old Forester Whiskey

Brand Code: 0108B

Authentic Bourbon Without One Drop of Hype

Created in 1870, Old Forester is the only bourbon continuously distilled and marketed by the founding family before, during and after Prohibition. At 86 proof, Old Forester delivers a genuine bourbon experience, with rich, full flavor and a smooth character that is ideal for sipping neat, on the rocks, with a splash of water or in a classic cocktail.

Tasting Notes

Sharp and sweet, with a strong floral character that swirls with hints of mint, rich tobacco leaf and vanilla. A touch of oak and pine provides a strong underpinning. Sharp at first, but softens quickly, with hints of oak, sweet corn and rye grain character. Spicy, with soft vanilla and light orange notes. Long, warm and slightly drying. Nice level of sweetness.



[This information is brought to you by the manufactures of these products.](#)

Deployment Milestones

A deployment calendar is now available on the Liquor Modernization Project (LMP) website to make it easy for all stakeholders to know what's happening and when. There are always a lot of moving parts to prepare for with the launch of a project like this, and a well-planned timeline will help ensure all steps go as smoothly as possible. Below are the milestones for April and May 2017. View the full calendar online at OhioLMP.com.

Deployment Milestones – April 2017



Sun	Mon	Tues	Weds	Thurs	Fri	Sat
						1 (6) All Web API integration completed
2	3 (9) First inbound shipment to Groveport (21) Wholesale MPOS deployment → (5) Install Clover Stations → (23) Suspend certain business processes	4	5	6	7	8
9	10 ← (19) Redeploy scanners (22) DOLC training →	11	12	13	14	15
16	17 (9) First inbound shipment to Green	18 (25.1) Wave 1 training →	19 15.1) Wave 1 cutover →	20	21 ← (22) DOLC training	22
23/30	24 (25.2) Wave 2 training →	25	26	27 (16.1) Wave 1 first orders	28 (15.2) Wave 2 cutover (26) All SKUs on hand - Groveport	29

as of 3/16/17

Deployment Milestones – May 2017



Sun	Mon	Tues	Weds	Thurs	Fri	Sat
	1 (25.3) Wave 3 training →	2 (15.3) Wave 3 cutover →	3	4 (16.2) Wave 2 first orders	5	6
7	8 (25.4) Wave 4 training →	9 ← (15.3) Wave 3 cutover (15.4) Wave 4 cutover →	10	11 (16.3) Wave 3 first orders	12 (27) All SKUs on hand - Green	13
14	15 (25.5) Wave 5 training →	16 ← (15.4) Wave 4 cutover	17 (15.5) Wave 5 cutover →	18 (16.4) Wave 4 first orders	19	20
21	22 ← (15.5) Wave 5 cutover (25.6) Wave 6 training →	23 (15.6) Wave 6 cutover →	24	25	26 (16.5) Wave 5 first orders	27
28	29 Memorial Day	30 (25.7) Wave 7 training →	31 ← (15.6) Wave 6 cutover (15.7) Wave 7 cutover →			

as of 3/16/17