



Ohio Spirits Insider

Monthly Update from the
Ohio Division of Liquor Control
Issue 11 • Volume 5 • December 2016

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Stakeholder Engagement Update

By: Harry Knight
Superintendent

To all State of Ohio Brokers, Suppliers, and Agency Partners,

As we are quickly approaching the end of 2016, I wanted to share a few thoughts with all of you, both from a business as well as personal perspective. This has been a year of many changes in our business. 2017 will definitely continue to bring a lot of changes, which can be challenging. As we continue moving forward with our Liquor Modernization Project (LMP) Phase 2 efforts, we will implement a new and fully functional Microsoft Dynamics AX operating system, along with retail and wholesale hardware replacements. In February, we will see the first phase of execution of the “single shelf price” initiative and the elimination of the nickel rounding rule. We will have ongoing personal communication activities, i.e. more webinars, road shows and possibly additional town hall sessions. There will be meetings with stakeholder user groups to review our systems progress and functionality. We will be consolidating our four existing warehouses into two facilities; one in Green, Ohio, and the other in Groveport, Ohio. There will be an extensive training effort for the stakeholder groups along with ongoing dialogue with our Liaison teams who will continue to visit the Agencies as part of our extensive outreach initiative. Our product portfolio is being reviewed closely and our merchandising team will be working closely with brokers and suppliers to bring forth the best product selection possible in all categories.

Our merchandising team will be analyzing our present agency layouts and will be executing a number of Agency resets. A personal goal of mine is to have our Agency Representative Committees up and running. Finally, the Division of Liquor Control, along with a number of other Department of Commerce Divisions, will be moving to a new location in Columbus. We are very excited about the move and are looking forward to the planned move-in date of July 1, 2017.

So as you can see, 2017 will be a year filled of significant change for all of us. Now let me speak to all of you on a few personal notes. I have moved into the role of Superintendent for the Division of Liquor Control, replacing Bruce Stevenson, who spent 25 years with the Division. I am honored to have been asked by the Director of Commerce, Jacqueline Williams, to serve in this capacity. It will be my mission to not only serve the State as Superintendent, but also to work tirelessly to serve all of you as we all strive to build this Enterprise into one that is world-class in all measures of the term. Our efforts must be built on a foundation of consistently providing the highest quality products and service to our customers. We must be open to change, innovation and new ways to drive responsible growth in our businesses. Finally, we must continue to build on the communication strategies we have set forth in order to take full advantage of the industry and Agency insight that will be critical to the overall Enterprise growth and success for the future. As I stated to all of you when I came on board as Chief Operating Officer, my team and I will continue to work tirelessly to gain your respect and trust as we move into the future.

Thank you all for your efforts and support. I wish all of you and your families a wonderful Holiday Season and Happy, Healthy, and Prosperous New Year.

LMP Year-End Status

This has been an eventful year for the Division of Liquor Control, especially as it pertains to our pursuit of Phase 2 of the Liquor Modernization Project (LMP). Our objective is to optimize the operational value of the Microsoft Dynamics AX platform. To do that, we're configuring that software package to be as "Out of the Box" as possible and are doing very minimal customization. As 2016 comes to a close, the LMP project team is completing yet another wave of process testing in preparation for the next milestone, User Acceptance Testing. Both DOLC and Agencies will be actively involved in this testing in the beginning of 2017.

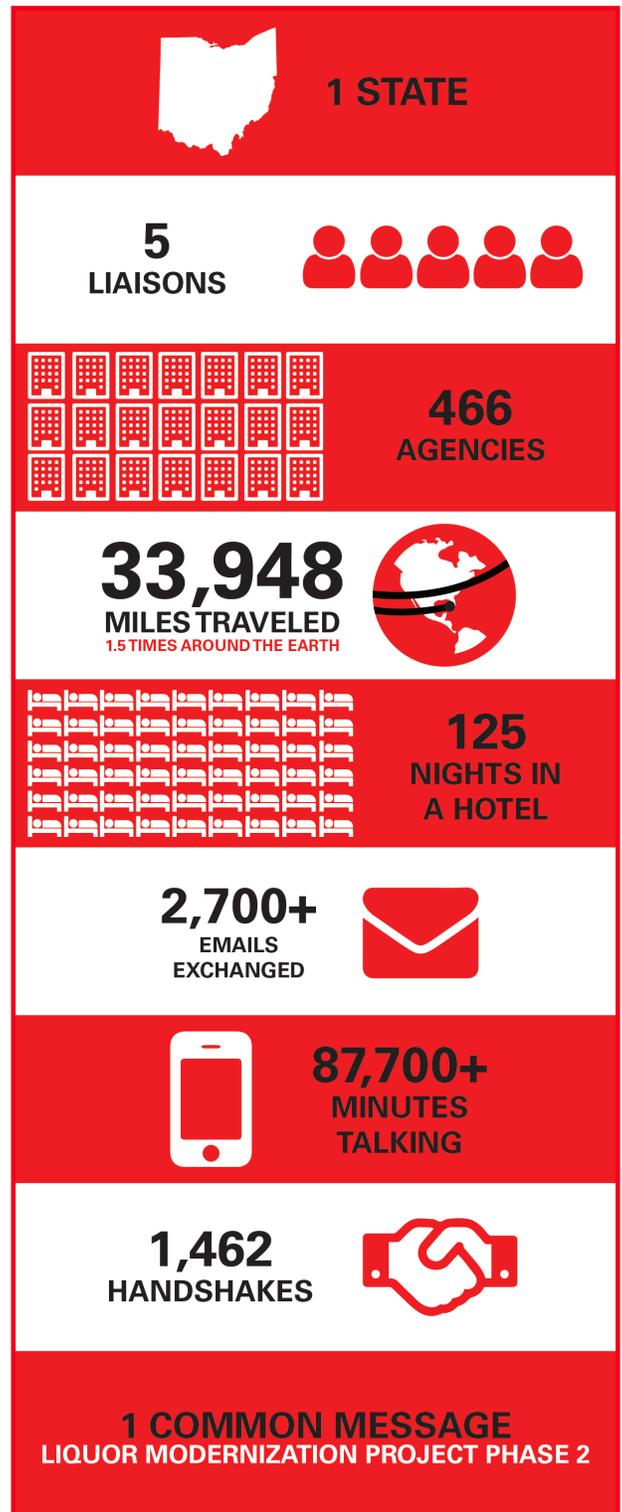
This standardized platform will support continuing growth of the Liquor Enterprise by enabling near-real time transaction reporting and inventory visibility. It will also provide an integrated system view of the Enterprise from the warehouses to the retail and wholesale Agencies.

One aspect of the overall modernization effort is the enhancement of Point of Sale systems for both the Retail and Wholesale activities of the enterprise. On the retail side, we have elected a robust Application Programming Interface (API) that will facilitate the communication of liquor sales data between your terminals and the AX platform. As a result, we asked each of you to choose between Clover Station terminals pre-configured with the API or configuring your existing Retail terminals with that same API. Thank you to each of you for engaging with DOLC to make this important decision and to continue to improve the Ohio Liquor Enterprise. We are also close to making a decision about the new terminals that will be used to conduct Wholesale transactions. During the month of December, we asked a representative group of Agencies to join us in Columbus to review the Wholesale solution and provide their feedback. This effort is part of our ongoing desire to collect feedback from Agencies throughout the LMP Phase 2 project and is in addition to small group meetings, phone calls and agency visits that have been occurring throughout.

These, however, are not the only actions we are taking to support the growth of our enterprise. You are already aware of our Warehouse Consolidation effort, which will reduce the number of warehouses from four to two, and the Warehouse Inventory Reduction, which will eliminate several hundred slow-moving products from our inventories.

Other activities around item pricing and excluding taxes from shelf tags are also designed to help increase the responsible sale of spirits around the State of Ohio. We appreciate the support we have already gained from many of you over the past year and we look forward to an even more prosperous and mutually beneficial 2017.

The LMP liaison team has covered a lot of ground since their introduction in September. They have worked tirelessly to make sure you have relevant project information and relay your questions and input to the LMP project team. In numbers, here is what the Liaisons have accomplished in service to you.



Spirits Smarts

New products, hot items, recipes & more

Always promote safe & responsible consumption!

all product information provided by product suppliers

Grey Goose - “World’s Best Tasting Vodka”

Every aspect of the creation of GREY GOOSE® is focused on creating the “World’s Best Tasting Vodka”. It begins with selection of the very best ingredients from France, soft winter wheat and Gensac spring water. The unique production process is designed to bring out the naturally superior characteristics of the ingredients. The Maître de Chai (Cellar Master) and his team oversee every step, from field to bottle, to ensure that it becomes the “World’s Best Tasting Vodka.”

The GREY GOOSE® production process has been precisely calibrated by François at every stage to nurture, isolate and capture the essential character of the ingredients. This process is controlled daily through over 550 individual quality checks and more than 50 sensory quality control checks, which are personally conducted by the Maître de Chai and his team. No batch leaves GREY GOOSE® without the approval of François and all members of his tasting panel. Every bottle is rinsed on site with GREY GOOSE® itself to ensure that no liquid other than GREY GOOSE® Vodka ever touches the inside of the bottle. After being filled and sealed with the signature GREY GOOSE® stopper, the bottles are checked again for flaws and proper filling levels.



Grey Goose Quick Facts:

40% ABV 80 proof. Distilled from soft winter wheat. Distilled and bottled in France.

INGREDIENTS: Soft winter wheat from in and around the Picardie region of France. Gensac spring water drawn from the Cognac region of France.

PRODUCTION: As always, GREY GOOSE® is distilled just once, because when using the world’s finest ingredients, once is enough.

HUMAN TOUCH: Maître de Chai (Cellar Master), along with his team, oversees creation from field to bottle.

QUALITY ASSURANCE: 550+ quality-control checks daily - more than 50 performed by the Maître de Chai or his personally selected and trained team.

Brandy and Cognac

Brandy, which is produced by distilling wine, typically is served as an after-dinner drink. Generally 70–120 proof, brandies are either aged in wooden casks or colored with caramel coloring to imitate the effect of aging; some brandies are produced using a combination of both.

Cognac is a variety of brandy named after the town of Cognac, France. To be called Cognac, the spirit must meet certain requirements – it must be produced in Cognac region of France, made from specified grapes, twice distilled in copper pot stills and aged at least two years in French oak barrels from Limousin or Tronçais.

Brandy can be enjoyed on its own or in a cocktail, and is commonly used in cooking and baking. Brandy traditionally is served neat at room temperature in a snifter, wine glass or tulip glass. Brandy is an ingredient in sauces for steaks and meats, and soups such as onion soup. It’s also used to flambé dishes such as crêpe Suzette and cherries jubilee.

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Fast Facts

- Brandy is the 3rd largest spirits category in Ohio based on retail sales, with growth nearing 17 percent.
- The category is driven by iconic brands such as Hennessy and Remy Martin, whose combined sales make up 14 percent of the total growth in Ohio.
- Premium and super premium positioning of brandy, as well as flavor innovation such as peach and apple, make this category appealing to millennial consumers.

Brandy and Cognac Recipes

Brandy Alexander

- 1 oz fresh cream
- 1 oz Cognac
- 1 oz Crème de cacao

Directions: Shake and strain into a chilled cocktail glass. Sprinkle with fresh ground nutmeg.

Sidecar

- 2 oz Cognac
- 3/4 oz Lemon juice
- 3/4 oz Triple sec

Directions: Pour all ingredients into cocktail shaker filled with ice. Shake well and strain into cocktail glass.

Brandy Old Fashioned

- 1.5 oz brandy
- 2 dashes Angostura bitters
- 1 sugar cube
- Few dashes plain water

Directions: Place sugar cube in old fashioned glass and saturate with bitters, add a dash of plain water. Muddle until dissolved. Fill the glass with ice cubes and add brandy. Garnish with orange twist, and a cocktail cherry.

Filet Mignon with Shallots and Cognac

- 2 6 oz. Filet mignon steaks, 1 1/4 inches thick
- 1 1/4 cup Cognac
- 1 tablespoon unsalted butter
- 1 tablespoon vegetable oil
- 1/2 teaspoon black pepper coarsely ground
- 2 large shallots, minced
- 1 1/4 cup beef stock
- Salt

Directions: Sprinkle steaks with 1 tablespoon of the Cognac and let stand at room temperature for 45 minutes. In a heavy medium skillet, melt half of the butter and the oil. Rub the steaks on both sides with the pepper. When the skillet is very hot, add the steaks, cover partially and cook over high heat until a crust forms on the bottom, about 2 minutes. Turn the steaks over and cook, partially covered, until nicely crusted on the other side, about 2 minutes. Continue cooking over moderate heat, turning once, for about 2 minutes per side. Transfer the steaks to a plate and keep warm. Melt the remaining butter and oil in the skillet. Add the shallots and cook over moderately high heat, stirring frequently, until translucent, about 3 minutes. Add the remaining Cognac to the skillet. Ignite with a match and cook over high heat until the flame burns out, about 30 seconds. Add the beef stock and boil until the liquid is reduced to 1/4 cup, 2 to 3 minutes. Stir in any accumulated juices from the steaks. Season the steaks with salt and transfer to individual plates. Spoon the pan sauce on top and serve.

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Effen Vodka - Cavaliers Glasses

Designed to honor the 2016 NBA Champion Cleveland Cavaliers, this VAP combines ultra-premium Effen Vodka with collectable glassware for the basketball and spirits lover in your life. The packaging is sleek and stylish, and features recipes for two custom drinks: the Effen Baller and the Triple Double, both of which use Effen's 100% premium wheat vodka. This set is a must-have for Ohioans across the state.

Effen Baller:

- 1.5 parts Effen Vodka
- 1 part Ruby Red Grapefruit Juice
- 1 part Prosecco
- Combine ingredients in Champaign flute. Garnish with a lemon wedge.



Patron XO Cafe

Special Holiday Price: \$19.95

Save \$9 on 750ml

Code: 7986B

Recipe:

Café Royal: Hot Brewed Coffee, add XO Café, add Whipped Cream and garnish with shaved Chocolate.

Espresso Martini: Espresso shot, add Patron Silver Tequila, add Patron XO Café...shake and strain into a glass rimmed with fine sugar and garnish with powered chocolate.

Holiday Kiss: Add equal parts of XO Café and Ultimat Vodka with ice, strain into a cocktail glass. Garnish with a caramel rim.



Patron XO Cafe
4 FABULOUS HOLIDAY Coffee Cocktails

New Items

new products, items, rebates, recipes & more

New Spirits Listings

December 2016

NEW ITEMS 2016

CODE	NAME	TYPE	Staus Code
0366B	AUCHROISK 25	SCOTCH	70
2486B	THE DALMORE 25	SCOTCH	70
2711B	DOC HOWARDS CORN WHISKEY	CORN	70
2714B	DOC HOWARDS FAVORITE WHISKEY	RYE	70
2715B	DOC HOWARDS GOLDEN RUM	RUM	70
2716B	DOC HOWARDS HOT CINNAMON	BOURBON	70
2717B	DOC HOWARDS MAPLE WHISKEY	BOURBON	70
2718B	DOC HOWARDS SPICED RUM	RUM	70
2719B	DOC HOWARDS TRIBUTE WHISKEY	BOURBON	70
2867B	EFFEN W/CAVALIERS GLASSES	VODKA	25
3921D	GREY GOOSE LUMIERE	VODKA	25
4063B	HEART OF GLASS	VODKA	70
5097B	JEFFERSONS RESERVE OLD RUM CASK FINISHED	BOURBON	70
5098B	JEFFERSONS RESERVE PRITCHARD HILL CABERNET CASK	BOURBON	70
5519B	LADY OF THE GLEN	SCOTCH	70
5934B	LINKWOOD 37	SCOTCH	70
6761B	OBAN MALT 18	SCOTCH	70
7705B	OYO SHERRY-FINISHED BOURBON WHISKEY	BOURBON	70
8006B	PATTON AMORED DIESEL	BOURBON	70
8007B	PATTON AMORED DIESEL FOOTLOCKER	BOURBON	70
8688L	SAO PAULO	CORDIAL	70
8871B	SHIPMATES SPICED RUM	RUM	70
8872B	SHIPMATES WHITE RUM	RUM	70

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