

# Ohio

SPIRITS INSIDER **NEWS**



## A Message from Jim Canepa, Superintendent

As we wrap up 2017, I can't help but think this was a year that was defined by "out with the old, in with the new." We successfully launched LMP 2.0, and have made significant strides to enhance the Liquor Enterprise with new, innovative approaches since that time. So, it's only fitting I end this year with two more topics that fit that mold.

We have launched the Last Call campaign to move delisted product from Agencies faster, and allow for more space for new products. This is a campaign I have been anxiously awaiting. By moving, consolidating and discounting these products, we can literally start working toward "out with the old, in with the new." It's time for us to make space for fresh, new items that customers want.

Agencies should consolidate and move the identified product to a "Last Call" section in their store. The product list is available at [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr). Some suggestions for the "Last Call" section include:

- Shopping carts with "Last Call" signage
- Crates with "Last Call" signage
- Endcaps with "Last Call" signage
- Standalone racks with "Last Call" signage
- Items set at counter (only recommended with minimal product)

Agencies should label each bottle with the current retail price. Agencies may print shelf tags from the Portal or place an individual sticker with the price on each bottle.

Agencies will receive "Last Call" signs with their shelf tags packages for January.

Agencies must fill any empty shelving created by the consolidation of the Last Call product by doing the following:

- Add additional rows (facings) to adjacent products, or products in close proximity with strong movement to fill gaps.
  - Added product should be from the same category. For example, a vodka should be replaced with another vodka.
- Maintain brand blocks.

As we work through this campaign, I hope we all look to the new opportunities this presents for the Liquor Enterprise. Another project I have been excited to launch is the Ohio Spirits magazine. We partnered with LeisureMedia360 for this publication, and our first issue comes out next month.

I'm most excited about the content of the magazine. We are featuring the great work of everyone involved with the Liquor Enterprise in a fresh way. We want to create a buzz about the industry, and this new magazine will help us with that. There will be Agency features, new products, cocktail recipes and articles about the new and innovative programs coming to the industry. The free magazine will be distributed quarterly to all Agencies with their deliveries, and display stands for the magazines will be shipped to Agencies by LeisureMedia360. To reach a broader audience, we will also be distributing an electronic version of the magazine.

This is another case of "out with the old, in with the new," because with new resources come changes. This newsletter will be replaced with the magazine. Not to worry – you will still get regular communication from the division; the weekly will be sent electronically every Monday, and I will also be reaching out to give you updates. Additionally, you are always encouraged to contact us via the Liquor Enterprise Service Center (LESC) with any questions or feedback. You can reach the LESK at 877-812-0013 or [liquoragencyhelp@com.state.oh.us](mailto:liquoragencyhelp@com.state.oh.us).



# Important Agency Reminders

## Gerry O'Neil, Director of Agency Operations

### Inventory Adjustments

The Division of Liquor Control continues to implement processes and system capabilities designed to more effectively operate the Liquor Enterprise and facilitate greater inventory accuracy.

Inventory Adjustments (IA) have been part of the Enterprise since Go Live, however, the charges related to the processing of IAs have been postponed pending a financial review. With this review now complete, the division has started processing IAs that Agencies enter via the RF Scanners.

Effective, Friday, Dec. 8, Agencies must be sure to complete the IA process correctly, including entering the appropriate codes for describing how product was damaged or lost. The sweeps by the division will now include properly assigned IA charges.

Agencies complete and submit IAs using their RF Scanners. Instructions on how to complete IAs was included as part of the initial Agency training sessions earlier this year. A Job Aid is available on OhioLMP.com that outlines step-by-step instructions on how to execute an IA, including the steps necessary for assigning the cause. To access the Job Aid, select the "Training" tab, scroll to "Liquor Agency Job Aids" and select "Perform Damaged Item Transfer."

Contact the Liquor Enterprise Service Center at 877-812-0013 or [liquoragencyhelp@com.state.oh.us](mailto:liquoragencyhelp@com.state.oh.us) with any questions.

### OhioLMP.com - Transfer Orders

The Division of Liquor Control continues to seek ways to improve tools provided to Agencies on OhioLMP.com. The features of the site are designed to help Agencies better run their businesses and improve the efficiency of the state's Liquor Enterprise.

The latest upgrade makes Agency Transfer Orders (TOs) visible after the division's review and as they are submitted to DHL for picking and delivery. The TO Analysis feature shows products that are out of stock or in limited supply when the TO is submitted.

This feature also gives Agencies an estimated total case count they can expect for their next delivery based off of product availability. This estimate removes out of stock items, and provides a high and low range of cases to account for the possibility of receiving limited supply items.

The TO Analysis will help Agencies understand why requested products are not on their deliveries, and will assist them in preparing space and staff for the size of their delivery.

Agencies can find the TO Analysis feature by logging into their Agency specific account and selecting the "Transfer Order" link on the Agency navigation bar. Agencies can then select the TO they would like to review by selecting the appropriate TO in the drop down at the top of the screen.

TOs for an Agency's next delivery will be loaded to [OhioLMP.com](http://OhioLMP.com) on the day Agencies submit their TOs to the division.

Contact the Liquor Enterprise Service Center at 877-812-0013 or [liquoragencyhelp@com.state.oh.us](mailto:liquoragencyhelp@com.state.oh.us) with any questions.

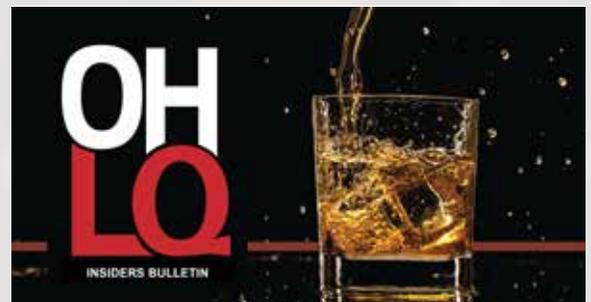
### OHLQ Insiders Bulletin

The Division of Liquor Control has created the OHLQ Insiders Bulletin as a way to inform enthusiasts of rare and limited allocations.

This bulletin will be sent to an email list of more than 31,000 interested Ohioans as products come to the state. It will include information on the product, as well as what Agencies will be receiving the allocations.

Customers may call Agencies regarding information in the bulletin.

Contact the Liquor Enterprise Service Center at 877-812-0013 or [liquoragencyhelp@com.state.oh.us](mailto:liquoragencyhelp@com.state.oh.us) with any questions.



## Brandy Cocktail

2 oz brandy  
1/2 oz orange curacao liqueur  
2 dashes Angostura bitters  
2 dashes Peychaud's bitters  
Lemon peel

Pour the ingredients into a cocktail shaker filled with ice. Shake well. Strain into a chilled cocktail glass. Garnish with a lemon peel.



# Brandy: Taking the water from wine

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Brandy was the brainchild of a Dutch trader in the 16th century who wanted to ship more wine in limited cargo space. He removed the water from wine, which took up less space, and then added the water back to the concentrate once it reached its destination in Holland. This method became known as “bradwijn” or burned wine, and later became known as it is today, brandy.

This drink was essential to France’s economy. Its exportation started with Holland, and then grew to England and beyond. It was first distilled in America by Spanish Missions in California. Today, American production of the spirit is mostly distilled in California, where it must age for at least two years.

Cognac was first introduced in the 18th century, and is a specific type of brandy. Cognac is distilled twice, while brandy is distilled once, a method created by the Cognacais. It is still produced by double distillation today, and then is aged in both new and used oak casks before it is sold.

Cognac is produced from whole grapes, which includes the skin and seeds. It is still only produced in the Cognac area in France. This area is broken up into six smaller areas, which include Champagne and Petite Champagne.

These spirits have a rating system that refer to their age and quality. Ratings include:

- VS (Very Special): Brandy aged in oak barrels for at least two years.
- VSOP (Very Special Old Pale): Young brandy in the blend is aged four years.
- XO (Extra Old): Youngest brandy in the blend is six years; this is made up mostly of older brandy, upwards of 20 years old.

## Ohio Brandy/Cognac Facts

- Brandy/Cognac accounts for 10.3 percent of the overall spirit dollars and 7.6 percent of volume in Ohio.
- Cognac sales account for a large majority of overall Brandy sales, with a dollar share of 77.4 percent.
- The overall brandy category is growing 9.6 percent. Within the brandy category, cognac is driving the majority of that growth at a rate of 12.8 percent.

## Top 10 Ohio Brandy/Cognac Brands

1. Hennessy VS
2. Remy Martin 1738
3. Paul Masson VS
4. Remy Martin VSOP
5. E&J VS
6. Courvoisier VS
7. Dusse
8. Remy Martin V
9. E&J VSOP
10. Christian Bros. VS

# From the Distillers' Glass

New products, hot items, recipes and more

**From brokers and suppliers.**

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## Hennessy Black

**Product Code:** 4074B

Created in 2009, Hennessy Black is a sleek and stylish cognac with a bottle to match. Created for those willing to explore the new and unknown, its lighter hue comes from subtle aging in old oak barrels. A smoother class of cognac, Hennessy Black is carefully selected and subtly matured in old oak barrels, for a blend that reveals a remarkable duality between smoothness and intense freshness.

## Remy Martin XO

**Product Code:** 8394B

The XO designation requires aging of at least six years, but Remy Martin XO is aged at least nine years and up to 30. It blends more than 400 different eaux-de-vie to create the excellence of Fine Champagne Cognac that is opulent and lingering. Remy Martin XO is a view of the cellar through a wide-angle lens; a true symbol of luxury and prestige thanks to its iconic bottle shape and packaging. It is best served neat or on the rocks.

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## Recipes

### Hennessy Black Trailblazer

- 2** oz Hennessy Black
- 1/2** oz Fresh lemon juice
- 1/3** oz Agave nectar
- 2** Dashes orange bitters
- Orange twist

**Directions:**

Add all ingredients to a shaker tin with ice and shake until well chilled. Strain into a rocks glass over one large ice cube, and garnish with an orange twist.



### Club Cocktail

- 2** oz Brandy
- 1/2** oz Maraschino liqueur
- 1/2** oz Pineapple juice
- 2** dashes Peychaud's bitters
- Lemon peel
- Strawberry

**Directions:**

Pour the ingredients into a cocktail shaker filled with ice. Shake well. Strain into a chilled cocktail glass. Garnish with the lemon peel and strawberry.

## D'USSE XO

**Product Code:** 2865B

Maître de Chai Michel Casavecchia meticulously hand-selects the finest eaux-de-vie from the cellars of the Château de Cognac to craft the unique blend of D'USSÉ XO. His uncompromising standards demand the eaux-de-vie be aged 10 years or more in French oak barrels to ensure the utmost complexity and depth in flavor. D'USSÉ XO delivers rich flavor notes of ripe blackberry and apricot, layered with hints of dark chocolate and walnut, culminating in an exceptionally balanced finish. It is best enjoyed neat in a snifter.

## Paul Masson VSOP

**Product Code:** 7976B

Paul Masson VSOP is a superior oak aged brandy exquisitely blended with French Cognac. This premium blend has a rich flavor, fine aroma, and an ultra-smooth taste profile that includes notes of vanilla and pralines.

## Remy Martin 1738

**Product Code:** 8389B

Behind its classic and upscale appearance, 1738 Accord Royal is incredibly mellow, displaying Remy Martin know-how: distilling on the lees, blending Fine Champagne eaux-de-vie and the art of selecting the best toasted barrels. Originally blended for the U.S. palate, 1738 is a crafted cognac aged up to 20 years in toasted French oak barrels, which provides flavors of coffee, rich caramel and dark chocolate layered with hints of walnut, culminating in an exceptionally balanced finish. It is best enjoyed neat in a snifter.

### 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 Smash

2 oz Brandy

4 Mint sprigs

1 tsp Superfine sugar (or simple syrup)

1 oz Club soda

Orange slice

Maraschino cherry

#### Directions:

Muddle the mint, sugar (or syrup), and club soda in an old-fashioned glass. Fill the glass with ice cubes. Add the brandy and stir well. Garnish with the orange slice and maraschino cherry.

## Bottle Lottery

The Division of Liquor Control is wrapping up its second Bottle Lottery. All 465 Agencies received tickets to provide to customers, giving them the chance to purchase a bottle from the Pappy Van Winkle family brand!

Entries tripled from the first lottery, with more than 27,500 Ohioans entering the November lottery.

“When I found out that the entries tripled for this lottery, I was excited, but I wasn’t surprised. We knew we had a good concept in mind. This lottery process was started as a way to provide customers with a fresh experience in the spirits enterprise, and they’ve responded enthusiastically based on the numbers,” said Superintendent Jim Canepa. “We are thrilled with its success, and we were excited to once again partner with Sazerac for this lottery.” Canepa said he would like to continue with more lotteries in the future, and staff are already looking at ways to enhance the process.

President and CEO of the Buffalo Trace Distillery, Mark Brown, says he supports lotteries like this to give all consumers a chance to purchase a bottle. “All of us at Buffalo Trace Distillery were delighted with the state of Ohio’s new approach to the distribution of our hard to find Pappy Van Winkle, specifically the lottery system which allows all consumers at least a chance to purchase a bottle, the fact that Ohio is selling the bottles at our recommended retail prices, and finally, that they reserved an appropriate amount of bottles to go to ON premise accounts so that folks can also have a chance to purchase by the drink. It is clear to us from the number of consumers that signed up for the lottery that the process was well received by Ohioans!” Brown said.

There were five Pappy Van Winkle products in this lottery:

- Old Rip Van Winkle 10
- Old Rip Van Winkle 12
- Pappy Van Winkle 15
- Pappy Van Winkle 20
- Pappy Van Winkle 23

**Jonathan O’Carroll** was one of the lucky few chosen for a bottle of Pappy Van Winkle 23. “It was really easy, I just signed up and it was free to enter,” he said. “I think I may give this to one of my bourbon loving friends for Christmas.”

What a great friend!

