

Ohio

SPIRITS INSIDER **NEWS**



A Message from Jim Canepa, Interim Superintendent

The saying 'business as usual' may be what you're thinking now that the Liquor Modernization Project deployment is over, but that couldn't be further from the truth. The momentous milestone of transitioning 465 contract liquor agencies onto one system was an extremely large lift, but so is the work that follows.

Our team is now dedicated to ensuring the business practices around the enterprise live up to the new technology that is in place. There are still many moving parts as a result of this launch, and you don't need me to tell you – change is hard. There are new processes, a new company making deliveries of the product and a new system for everyone to learn. Every day we are learning what is working well, and we are also learning where some weaknesses still lie. We knew everything wouldn't be perfect, but we are striving every day to make changes where we can to make sure the customers in this state get the product they want, when they want it.

As our team continues to work through the remaining issues from this new launch, we must remind you, our relationship with you is not over. That is how we'll turn those weaknesses I spoke of into strengths. The engagement of Agencies and other stakeholders remains vital to our success. Two-way communication must continue as it's the key ingredient to a successful enterprise.

Now that the Division has completed the technology portion of moving our enterprise forward, it's time to move forward with how we do business. As customers walk into Agencies across the state, they may have noticed many of them have a new point-of-sale register. Come August 1, as customers walk into Agencies, they will likely see something else that is brand new! In an effort to provide the best selection of products to consumers, the Liquor Enterprise will begin selling 50 ml's of selected products as individual bottles. This provides consumers an option to sample a product before purchasing a larger bottle size, and is a great solution for recipes which call for a small quantity of a product. This move will keep Ohio competitive with other states, including neighboring states.

It's small steps like this that will ensure Ohio remains competitive. We know the importance of a strong and growing spirituous liquor industry, and we will continue to work diligently to make sure our stakeholders have what they need to succeed.

I hope everyone was able to sit back and enjoy the 4th of July holiday with friends and family. I'd like to thank the members of my team who took it upon themselves to work through the Holiday to make sure Agencies had what they needed to properly provide for all of our customers.

Providing the best customer service has been the focus of this entire transition. The state now has in place a system which allows for all partners – Agencies, warehouses, brokers and suppliers – to view the same information at the same time. Products are tracked through the entire process, from delivery to the warehouses to the point where consumers purchase their products. Our processes to make that experience as enjoyable as possible have just advanced leaps and bounds, and we are dedicated to keeping that momentum moving forward. We appreciate your partnership and are committed to keeping the lines of communication open. I wish you a happy and safe summer.



Preparation To Sell 50 MI's Gerry O'Neil, Director of Agency Operations

Beginning August 1, agencies will now be able to sell 32 products in individual 50 ml's that have previously only been sold in sleeves.

This provides consumers an option to sample a product before purchasing a larger bottle size, and is a great solution for recipes which call for a small quantity of a product. This move will keep Ohio competitive with other states, including neighboring states.

These select 50 ml products will need to be broken down into individual bottles for sale. Agencies can either keep these individual bottles behind their counter or they can utilize a counter display. Pricing for the individual sleeves and individual bottles will be reflected when Agencies update their Get All Prices files. It's important for Agencies to not ring up an entire sleeve of this product which will ring up as an individual bottle.

DOLC Auditors will convert these products in AX on each Agency's inventory from sleeves of 10 to 10 individual selling units. The current "E" brand code will be changed to "dead status," and the new "F" brand code will be added. This conversion will occur on July 31 and become effective on August 1.

Merchandising solutions for these converted items are being developed and will be provided to Agencies soon.

Please visit the LMP website at www.ohiolmp.com for a list of products that are currently sold in sleeves but will be sold as individual bottles beginning August 1.

The Liquor Enterprise Service Center can be reached at 877-812-0013 or liquoragencyhelp@com.state.oh.us.



BACARDÍ® Tropical Punch

8 parts BACARDÍ® Banana Flavored Rum

5 parts BACARDÍ® Coconut Flavored Rum

3 parts coconut cream - whisked

5 parts orange juice

4 parts lemon juice

3 parts simple syrup

Directions:

Add all ingredients into a punch bowl with an ice block. Garnish with orange slices.



Yo Ho Ho and a Bottle of Rum!

Of all the spirituous liquors, rum probably has the most colorful and intriguing past. Its history is filled with romantic tales of pirates, legendary naval heroes and infamous bootleggers. Not surprisingly, the exact origin of rum is somewhat of a mystery. Some historians believe that fermented liquids produced from sugarcane first appeared in ancient India or China. Others point to reports of similar drinks produced in Africa and Persia dating back thousands of years. Even the drink's name has had many fanciful variations throughout its history, including Barbados water, Rumbullion, Grog, Kill-devil, Pirates drink, Nelson's blood, Navy neaters and Demon water.

History

The history and mystique of rum is very compelling, which contributes to its continuing popularity today. But what exactly is the drink known today as rum?

Most rum is made from molasses derived from the crushing and boiling of sugar cane. Today, 80 percent of the world's rum is produced in the Caribbean; this region has been making rum for centuries. Sugar cane was first introduced to the Caribbean in 1493 by Christopher Columbus, but the first distillation of rum didn't take place on Caribbean sugarcane plantations until the 17th century when it was discovered that the by-product of the sugar refining process, molasses, fermented into alcohol. Later, distillation of the by-products concentrated the alcohol and removed impurities, producing the first true rums. There are several different variations of rum produced today:

- **Light rums**, also referred to as silver or white rums, generally have very little flavor aside from a general sweetness. Light rums are sometimes filtered after aging to remove any color. Most light rums come from Puerto Rico. Their milder flavors make them popular for use in mixed drinks, as opposed to drinking them straight.
- **Gold rums**, also called amber rums, are medium-bodied rums that are generally aged. These gain their dark color from aging in wooden barrels. They have more flavor and are stronger-tasting than light rum, and can be considered midway between light rum and the darker varieties.
- **Dark rums**, also known by their color such as brown, black, or red, are a grade darker than gold rums. They are usually made from caramelized sugar or molasses, and are generally aged longer in heavily charred barrels, giving them much stronger flavors. Hints of spices can be detected, along with a strong molasses or caramel overtone.
- **Flavored rums** are infused with flavors of fruits, such as banana, mango, orange, pineapple, coconut, starfruit or lime. These are generally less than 40 percent alcohol by volume (80 proof). They mostly serve to flavor similarly-themed tropical drinks, but are also often drunk neat or with ice. This infusion of flavors occurs after fermentation and distillation. Various chemicals are added to the alcohol to simulate the tastes of food.
- **Premium rums** are generally from boutique brands that sell carefully produced and aged rums. They have more character and flavor than their mixing counterparts and are generally enjoyed straight.
- **Spiced rums** obtain their flavors through the addition of spices such as cinnamon, rosemary, absinthe/aniseed or pepper, and sometimes caramel. Most are darker in color, some significantly, while many less expensive brands are made from inexpensive white rums and darkened with caramel color.

Interesting Facts:

- In the 17th century, both pirates and the Royal Navy gave their crews a daily ration of rum.
- After his death in battle, Admiral Nelson's body was preserved in a cask of rum to allow for transport back to England. Upon arrival, it was discovered that the sailors had drilled a hole in the cask and drank all the rum.
- During prohibition in the 1920's, Al Capone was the boss of one of the largest bootlegging operations, smuggling rum into the U.S., earning him \$100 million per year.

From the Distillers' Glass

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



Havana Club Añejo Clásico (Aged 1-3 years)

Brand Code: 4045B

HAVANA CLUB Añejo Clásico is a premium, dark rum that launched in June 2016. HAVANA CLUB Añejo Clásico is a blend of finely crafted rums produced from a carefully controlled fermentation of sugar cane molasses, and then distilled and aged in the tropical climate of the Caribbean in oak barrels for a period of one to three years. After the aged rums are blended together, the blend is aged in oak barrels for a second period of at least three months for additional smoothness.

Havana Club Añejo Blanco (Aged 1 year)

Brand Code: 4044B

HAVANA CLUB Añejo Blanco is a blend of finely crafted rums produced from a carefully controlled fermentation of sugar cane molasses, and then distilled and aged in the tropical climate of the Caribbean in oak barrels for a single year. After the aged rums are blended together, the blend is aged in oak barrels for a second period of at least two months for additional smoothness.

Recipes



Havana Especial

- 1 part HAVANA CLUB® Añejo Blanco Rum
- 2 parts fresh pineapple juice
- 1 bar spoon maraschino liqueur

Combine ingredients in a cocktail shaker with ice. Shake, and strain over a rocks glass filled with ice. Garnish with a lemon wedge.



Rum Mule

- 1 part HAVANA CLUB® Añejo Clásico Rum
- 2 parts chilled ginger beer
- 2 lime wedges
- 2 dashes aromatic bitters

Squeeze lime wedges into a highball glass filled with ice. Add HAVANA CLUB® Añejo Clásico Rum and ginger beer. Complete by adding 2 dashes of aromatic bitters, and stir gently.

BACARDÍ



Bacardi 8 Años

Brand Code: 0390B

BACARDÍ 8 Años Rum was created in 1862 and remained a private family blend for over seven generations. BACARDÍ 8 Años Rum is a complex golden rum with a deep, layered and mellow flavor of dried fruits, nutmeg and oaky vanilla. It has an expansive and well-rounded sweet finish with the slight piquant bitterness of orange zest.

Bacardi Banana

Brand Code: 0404B

BACARDÍ Banana, a white rum expertly blended for character and flavor to create an authentic Banana taste. 70 proof/35% ABV.

Captain Morgan Loconut

Brand Code: 1774B

Captain Morgan loconut is an intensely delicious blend of Caribbean rum, coconut liqueur, spice and natural flavors. This just may be the most delicious shot to hit the beach (or bar). For the captain's gluten-intolerant crew members, you will be happy to know that loconut is gluten free.

Captain Morgan[®]



Captain & Loco

2 OZ Captain Morgan™ Loconut

0.5 OZ Captian Morgan Original Spiced Rum™

Combine Captain Morgan™ Loconut and Captain Morgan™ Original Spiced Rum into a shaker with ice. Shake and strain into a rocks glass with ice.

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

Specialty Product Information

The following specialty products are available at select Agencies:

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| 1. Nardini Acqua Di Cedro (Brand Code 0072L) | 31. Rothman & Winter Orchard Apricot Liqueur (8575B) | 60. Boyd and Blair Pennsylvania Potato Vodka (1483B) |
| 2. Bitter Truth Grapefruit Bitters (0935H) | 32. Mahon Gin (Xoriguer) (6066L) | 61. Bak's Zubrowka Bison Grass Flavored Vodka (9732B) |
| 3. Bitter Truth Orange Bitters (0928E) | 33. Greenall's Original London Dry (3904L) | 62. Jesse James America's Outlaw Spiced Flavor (5103B) |
| 4. Armagnac Castarede Brandy, (0231B) | 34. Rothman & Winter Orchard Pear Liqueur (8576B) | 63. Knickerbocker Gin (5451B) |
| 5. Amrut Peated Single Malt Scotch (0128B) | 35. St. Elizabeth Allspice Dram (8644B) | 64. Tattoo Blanco Tequila (9278B) |
| 6. Amrut Two Indies Rum (0119B) | 36. Hayman's Sloe Gin (4043B) | |
| 7. Batavia Arrack Van Oosten Liqueur (0577B) | 37. Compass Box Oak Cross Blended Malt Scotch (2252B) | |
| 8. Aventinus Edelster Grain Neutral Spirit (0382B) | 38. Tamdhu Single Malt Scotch Whiskey (9265B) | |
| 9. The Belgian Owl Single Malt Whiskey (0787B) | 39. Dolin Genepy des Alpes Herb Liqueur (2707B) | |
| 10. The Bitter Truth Celery Bitters (0923E) | 40. Compass Box Spice Tree Whiskey (2254B) | |
| 11. The Bitter Truth Chocolate Bitters (0937H) | 41. Kronan Swedish Punsch Liqueur (5491B) | |
| 12. The Bitter Truth Creole Bitters (0924E) | 42. Nonino Grappa Vigneti Moscato (6727B) | |
| 13. The Bitter Truth E**X**R (0929B) | 43. Nonino Vigneti Grappa Chardonnay (6725B) | |
| 14. The Bitter Truth Elderflower (0925B) | 44. Rhum J.M VSOP (8419B) | |
| 15. The Bitter Truth Lemon Bitters (0926E) | 45. Nonino Vigneti Grappa Merlot (6726B) | |
| 16. The Bitter Truth Old Time Aromatic Bitters (0927E) | 46. Old Medley 12-year Kentucky Straight Bourbon Whiskey (7158B) | |
| 17. The Bitter Truth Spiced Pink Gin (0932B) | 47. Poli Sarpa Grappa (5002B) | |
| 18. The Bitter Truth Violet (0930B) | 48. Ron Abuelo Anejo Panamanian Rum (8493B) | |
| 19. Hayman's Old Tom Gin (4042B) | 49. Ron Abuelo Anejo 7 Anos Panama Rum (8494B) | |
| 20. Mezcal Vago Elote Joven (6547B) | 50. English Whisky Co. Peated Single Malt (2972B) | |
| 21. Hayman's Royal Dock Gin (8577B) | 51. English Classic Single Malt Whiskey (2971B) | |
| 22. Bunnahabhain 12 Year (1488B) | 52. Stalk & Barrel Cask Strength Single Malt (8965B) | |
| 23. Clement Premiere Canne Martinique Rum (2068B) | 53. Mezcal Vago Ensemble En Barro Joven (6548B) | |
| 24. Clement Rhum VSOP Martinique Rum (2069B) | 54. Edelstes Reissdorf Kolsch No. 1 (8374B) | |
| 25. Pearse Lyons Reserve Whiskey (8020B) | 55. Uerige Stickum Plus Baas Single Malt Whiskey (9329B) | |
| 26. Town Branch Straight Rye (9261B) | 56. Tullibardine 500 Sherry Finish Highland Single Malt (9328B) | |
| 27. Cruz Del Sol Reposado Gold Tequila (2381B) | 57. Tullibardine Sovereign Highland Single Malt (9327B) | |
| 28. Amaro Lucano (5997B) | 58. Skinos Mastiha Spirit Liqueur (8892B) | |
| 29. Cruz Del Sol Silver Tequila (2382B) | 59. Nux Alpina Walnut Liqueur (6729B) | |
| 30. Mezcal Vago Espadin Joven (6549B) | | |

Agencies Carrying Specialty Products

The following Agencies will carry the specialty products. These Agencies are strategically located across the state, offering easy access to wholesale customers.

- Clifton Spirits, 2902 Vine Street, Cincinnati, OH 45219
- Hyde Park Wine & Spirits, 2719 Madison Road, Cincinnati, OH 45209
- Spirits of Madeira, 6917 Miami Avenue, Madeira, OH 45243
- Arrow Wine Stores, 615 Lyons Road, Dayton, OH 45459
- Pauken Wine Shop, 221 Golden Gate Plaza, Maumee, OH 43537
- Josephs Beverage Center, 4129 Talmadge Road, Toledo, OH 43623
- Grandview Yard Giant Eagle, 840 W 3rd Ave, Columbus, OH 43212
- Kroger, 299 West Bridge Street, Dublin, OH 43017
- Arena Wine & Spirits, 492 Armstrong St, Columbus, OH 43215
- Fishers Foods, 5215 Fulton Drive NW, Canton, OH 44718
- Chalet Premier, 10000 Market Street, Beaver Township, North Lima, OH 44452
- World Wines & Liquor, 8760 Mentor Avenue, Mentor, OH 44060
- Giant Eagle, 34310 Aurora Road, Solon, OH 44139
- Simones Beverage & Deli, 18414-26 Detroit Avenue, Lakewood, OH 44107
- Minottis Rocky River Wine Shop, 19831 Detroit Road, Rocky River, OH 44116