



# Ohio

**SPIRITS INSIDER NEWS**



## A Message from Jim Canepa, Superintendent

The changing of the seasons from summer to fall is right around the corner. Kids are already back in school, and soon the weather will begin to turn cold. One thing that never changes, however, is the Division's strong commitment to promoting safe, legal and responsible alcohol sales and consumption throughout Ohio. Social responsibility is an essential part of working in the alcohol beverage industry. Retail businesses, such as bars, restaurants, carry-outs, grocery stores and Contract Liquor Agencies, must understand their responsibilities and take steps to help keep alcohol out of the hands of underage individuals.

This time of year, young people will be attending football games, homecoming dances and other social events which means now, more than ever, our Ohio businesses must be extra vigilant to prevent underage sales. It is the responsibility of every permit holder and Contract Liquor Agency to educate their employees and ensure they receive proper training. Selling alcohol to anyone under the age of 21 is not only a violation of Ohio law, but the consequences can be tragic for a young person, business and a community as a whole. It can result in citations against the retail permit that will jeopardize the ability to sell alcohol in the future, may subject a business to the termination provisions of an Agency contract and can result in criminal charges and penalties.

It is imperative to always thoroughly check the identification of all young people attempting to purchase alcohol. Ohio law provides an affirmative defense that protects permit holders who make a bona fide attempt to verify that a customer is at least 21 years old by checking a valid Ohio driver's license, an official state of Ohio identification card, a military identification card issued by the U.S. Department of Defense or a passport. There is also protection against penalties for Agencies if an automatic identification reader/scanner is used and a counterfeit identification card is accepted. Such devices are great tools to help verify the age of a customer and the authenticity of the identification.

As products and marketing efforts continue to evolve, it is also important that those selling alcohol pay close attention to the products they're selling. There are items such as energy drinks that contain alcohol, and other products packaged to look like non-alcoholic products. Ohio's first line of defense needs to be diligent in making sure only customers 21 and over are buying these products.

Retail permit holders are not the only businesses that can help in the fight against underage drinking. Hotel, motel, inn, cabin or campground operators are prohibited by Ohio law from allowing accommodations for an underage person if it is known or suspected that they are intoxicated or possess alcohol.

Selling alcohol is a privilege that comes with great responsibility. Help protect Ohio's communities by making sure employees know the law and understand the seriousness of practicing safe, legal and responsible alcohol sales. We can help by providing educational materials and other resources to help train employees. Information and resources are available on our website at [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr).



# Important Agency Reminders

## Gerry O'Neil, Director of Agency Operations

### **Coming Soon: New Magazine for Agency Distribution**

We are excited to announce the Division of Liquor Control (DOLC) will soon be offering a new quarterly magazine titled Ohio Spirits. DOLC in partnership with LeisureMedia360, will be creating the magazine, with the first issue launching January 2018.

The editorial content will highlight innovative and high performing Agencies and will also include stories on Ohio's spirituous liquor industry, bartender features, new products in Ohio, classic cocktail recipes, featured spirits, store locators and much more.

The magazine will be distributed quarterly to all Contract Liquor Agencies and all permit holders in Ohio.

To reach a broader audience, DOLC will also be distributing an electronic version of the magazine.

LeisureMedia360 is a well-established company that produces spirit publications for Virginia, Idaho, Michigan, Iowa, Montgomery County, Maryland.

We're excited about this upcoming magazine and hope this provides a valuable resource to customers regarding Ohio's spirituous liquor industry. Please be on the lookout for more details surrounding this upcoming project.

### **OhioLMP.com - Ordering Process for Bags**

A new feature on OhioLMP.com gives Agencies a more efficient mechanism for ordering liquor bags. Bags will now be stocked and delivered to Agencies by a third-party provider at no cost to the Agencies. Agencies will be limited to one order every 30 days.

As a reminder, paper bags are for retail liquor sales only. They should not be ordered to cover your non-liquor items such as wine, beer, and grocery sales. An Agency's previous year's sales data is available on the OhioLMP.com. This data should be used as a guide in determining the amount of bags to order each month. Step-by-step instructions on how to order your bags are on the homepage of OhioLMP.com. A "tip sheet" on navigating this and other processes can also be found under the "Resources" tab.

Another tool available to assist Agencies is the Liquor Enterprise Service Center (LESC), which can be reached at 877-812-0013 or liquoragencyhelp@com.state.oh.us.

### **Agency Optimization Project**

To ensure Ohio's liquor enterprise continues to grow, it is critical to redesign and implement an innovative and effective retail merchandising plan for Agency stores. The Spirits Innovation Project (SIP), a partnership between DOLC, spirits brokers/suppliers and Ohio's Contract Liquor Agencies, will be deployed to test category management strategies to optimize Agencies' untapped potential.

Six Contract Liquor Agencies have been strategically chosen for the Agency Optimization initiative to enhance customer experience and increase revenue potential.

The SIP team will create a consistent look and feel across the six Agencies that will include shelf resets, new shelf blades and uniform Low Price Talkers. Store flow will improve customers' experiences by placing products based on category, flavor and size, while also encouraging exploration of new products, Ohio-made products and more. The team will also work with Agency staff on product knowledge to better educate customers as well.

The project will run from September 25 — December 25. After that time, the SIP team will review data and Agency



### Fall Fashioned

1 oz Canadian whisky  
1 oz apple brandy  
1/8 oz Allspice liqueur  
1 dash Angostura bitters

#### Directions:

Combine ingredients in glass, serve over ice, coat rim with cinnamon sugar and garnish with apple slice

# Canadian Whisky – Smooth, eh?

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In the early days of whisky making in Canada, Scottish immigrants made their whisky similar to the way they did back home. Canadian whisky today is still written in the Scottish way, without an “e.” By definition, Canadian whisky is a grain spirit that has been aged in charred oak barrels for a minimum of three years. Similar to bourbon, Canadian whisky is usually made from a multiple grain mash, mostly made of corn. Instead of combining the grains in a mash bill before distillation, each grain is distilled separately and later blended and may contain caramel coloring and flavoring to create a smoother and less-heavy taste when compared to other whiskies.

All Canadian whisky can be labeled rye. According to Canadian Food and Drug Regulations, a product must “possess the aroma, taste and character of Canadian whisky” to be labeled Canadian whisky, rye whisky or Canadian rye whisky. Within Canada, they’re synonymous. For about 200 years, Canadian whisky producers have been using rye to make their product more complex. This practice was established more than 150 years before the U.S. required 51 percent rye content to be called rye.

Beginning in the 19th century, Canadian whisky became very popular in the United States. Many believe the reason was prohibition, however, it was the really due to the Civil War. Many of the whiskey distilleries in the southern states were either abandoned or destroyed during Civil War battles. Since troops used whiskey as an anesthetic, they turned to imported Canadian whisky to fill the gap when their stores dried up. Today, approximately 70 percent of Canadian whisky is exported to the U.S.

## Ohio Canadian Whisky Facts

- Canadian whisky accounts for 9.4 percent of the overall spirit dollars and 9.7 percent of volume in Ohio.
- It’s the 5th largest spirits category by volume in Ohio, behind vodka, American whiskey, brandy and tequila.
- Canadian whisky is growing at 4.7 percent, and is contributing 9.4 percent of the total spirits dollar growth in Ohio.
- Flavored Canadian whisky has been on the rise in recent years, accounting for 31 percent of all Canadian dollars, and growing 23 percent.
- Crown Royal Vanilla, Crown Royal Regal Apple and Crown Royal Deluxe are the fastest growing Canadian whiskies in Ohio.

## Top 10 Ohio Canadian Whisky Brands

1. Crown Royal Deluxe
2. Crown Royal Regal Apple
3. Black Velvet
4. Canadian Club
5. Crown Royal Vanilla
6. Windsor Supreme
7. Canadian Mist
8. Crown Royal Black
9. Seagrams Vo
10. Rich & Rare

# From the Distillers' Glass

New products, hot items, recipes and more

**From brokers and suppliers.**

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## Lord Calvert Canadian Whisky

**Brand Code:** 0169-D

Lord Calvert, a quality, Canadian classic, is the perfect combination of rye, corn, wheat and barley. With its medium amber color, lush flavors of sweet vanilla and toasty oak combined with warm hints of rye, Lord Calvert is balanced with a long, smooth finish.

## Canadian Mist

**Brand Code:** 0174-B

Canadian Mist is a true blended whisky. It's the world's first whisky that uses fresh water from Georgian Bay, one of North America's freshest water sources. Made at Canada's oldest continuously owned and operated distillery in Collingwood, Ontario, Canadian Mist is aged in the finest white oak barrels, and charred to exact specifications to impart its smooth vanilla flavor.

## Pendleton Whisky

**Brand Code:** 8050-B

Pendleton® Whisky is an oak barrel-aged whisky distilled in Canada using the finest ingredients. Before bottling, Hood River Distillers adds glacier-fed spring water from Mt. Hood (Oregon's highest peak). Pendleton® Whisky delivers an uncommonly smooth taste and rich, complex flavor. Pendleton® Whisky was specifically created to celebrate the bold spirit of independence and hard work-ethic of the American cowboy and cowgirl. Each Pendleton® Whisky bottle prominently features the rodeo's famous bucking horse symbol and Let'er Buck slogan. Pendleton® Whisky is the Official Spirit of the ProRodeo Cowboy Association (PRCA), and the presenting sponsor of the All American ProRodeo Series, which includes 400-plus PRCA rodeos. Pendleton® Whisky can be enjoyed straight, on the rocks or with your favorite mixer.



## Black Velvet Canadian Whisky

**Brand Code:** 0189-L

Black Velvet first came out of the barrel in 1951. The brand was initially known as “Black Label,” but after Jack Napier, the original distiller, sampled the first batch, he changed the name to Black Velvet to reflect its uncommon velvety taste and smoothness. It’s sold in over 55 countries around the world. Using crystal clear Canadian water, plus the finest rye, grains, and corn, the whisky is painstakingly distilled, blended at birth and put up in premium oak barrels to gently mature. Black Velvet Reserve was started in 1991 and has steadily grown in popularity due to its smooth taste from longer aging.

## Black Velvet Toasted Caramel

**Brand Code:** 0918-B

The caramel, toffee, and cream notes accentuate and complement the woody whisky characters. The palate is rich and luscious with a creamy aftertaste that lingers and pleases.

## Rich and Rare Canadian Whisky

**Brand Code:** 8431-B

Rich and rare smoothness are what you’ll find in one of Canada’s oldest whisky brands. Pale amber color. Aromas of vanilla buttercream, praline and delicate mocha follow through on a soft brisk entry to a dryish light-to-medium body with a nice oily texture and a smooth lightly peppery fade. A very pleasant mixing style.

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## Recipes



### Lemonade Cocktail

**2** oz lemon juice

**1** oz lime juice

**1/4** oz simple syrup

**2** oz Pendleton Whisky

Dash of grenadine

#### Directions:

Combine ingredients in glass and shake. Pour, fill with club soda and garnish with cherry.



### Canadian Tuxedo

**1** oz Lord Calvert® Reserve Canadian Whisky

**1** oz ginger ale

#### Directions:

Grab a cup and some ice. Add some Lord Calvert®. Fill with ginger ale. End sentences with “eh” for the remainder of the day.

## Bottle Lottery

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The Division of Liquor Control's first-ever Bottle Lottery took place beginning July 24. All 465 of Ohio's Contract Liquor Agencies received tickets to provide to their customers, giving them a chance to win! The winners were given a chance to purchase a highly sought-after bourbon, which only becomes available annually in small amounts.

"It's a great way to give someone a chance to buy this product, who wouldn't otherwise," said Ed Greenlee. Greenlee was one of the randomly drawn names from Ohio's first-ever Bottle Lottery. "This is great! I travel down to the bourbon trails in Kentucky often," he said.

"The Division of Liquor Control is striving to provide Ohio customers a fresh experience in the spirits enterprise, including the opportunity to purchase limited and rare brands," said Superintendent Jim Canepa. "We were excited to partner with Sazerac for this Bottle Lottery." Canepa said the feedback from stakeholders has been fantastic, and he would like to continue lotteries like this in the future.

President and CEO of the Sazerac Company Mark Brown says lotteries like these are important due to the supply and demand of the product right now. "In a situation where demand exceeds supply of these extra aged whiskeys, we believe this is the fairest system that can be used. We are very supportive of Ohio's approach," Brown said. "We would like to applaud the Ohio Department of Commerce Division of Liquor Control and JobsOhio Beverage System for their fair and even-handed approach to distributing our rare and collectible whiskeys."

### The four bottles in the Division of Liquor Control Lottery include:

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



Greenlee picking up his bottle.

