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Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Preventing Sales to Minors

By Superintendent Bruce D. Stevenson

Spring is finally here and many young people are getting ready for big events such as prom and graduation. Unfortunately, those precious moments can turn to tragedy when underage individuals combine their celebrations with alcoholic beverages. I want to remind all retail establishments and Contract Liquor Agencies of their important responsibility to help keep alcohol out of the hands of anyone under 21, and never sell to anyone who is intoxicated.

“Practicing safe and responsible sales is good business.”

A new tool was recently put into action to help prevent illegal sales, and hold accountable the party responsible. In January 2013, a new “trace-back” program was initiated where liquor control agents with the Ohio Investigative

Unit and the Ohio State Highway Patrol work jointly to identify and stop those who continue to sell alcohol to minors and intoxicated customers, and to investigate all serious injury or fatal accidents linked to alcohol or drugs.

Businesses should be vigilant and check for valid forms of identification for all young people attempting to purchase alcoholic beverages. Using an ID scanner is one of the best ways to prevent underage sales and protect your business. Ohio law provides an affirmative defense that protects permit holders who use automatic identification reader/scanners and make a bona fide effort to ascertain the true age of the person buying the alcohol by checking an Ohio

driver’s license, an official state of Ohio identification card, or a military identification card issued by the U.S. Department of Defense.



The best approach is to make sure your employees know their responsibilities to ensure safe alcohol sales. We can help by offering materials and resources to help train employees on how to prevent sales to underage and intoxicated individuals. Practicing safe and responsible sales is good business. More information and helpful resources are available on our website.

Liquor Sales Update:

Dollars

Gallons

YEAR TO DATE	WHOLESALE	RETAIL	TOTAL
1/1/13 thru 3/15/13	\$52,646,478	\$112,458,660	\$165,105,137
1/1/12 thru 3/15/12	\$50,407,062	\$104,545,353	\$154,952,415
2013 vs 2012	\$2,239,416	\$7,913,307	\$10,152,723
Percent change	+4.44%	+7.57%	+6.55%

WHOLESALE	RETAIL	TOTAL
662,766	1,615,939	2,278,705
652,796	1,546,797	2,199,593
9,970	69,142	79,112
+1.53%	+4.47%	+3.60%



John R. Kasich, Governor
State of Ohio

Jayne Brown, Interim Director
Ohio Department of Commerce

Bruce Stevenson, Superintendent
Division of Liquor Control



Spirit Smarts

New Products, Hot Items, Rebates, Recipes & More!

Always promote safe sales & responsible consumption!



Crystal Head Vodka Rolling Stones VAP

Crystal Head will be the **EXCLUSIVE** and **OFFICIAL** vodka of The Rolling Stones 50th Anniversary. Designed to be a quality collectable that Rolling Stones fans can cherish and proudly display. Handcrafted display case includes:

- 750 ml. special edition Crystal Head bottle with Rolling Stones 50th Anniversary cork;
- An exclusive live hit double CD compilation, **not available anywhere else** - \$20 value;
- **Crystal bottle stopper** engraved with The Rolling Stones logo;
- 50th Anniversary logo bottle tattoo.

Rock
Roll!



Jim Beam Jacob's Ghost

New!

Jacob's Ghost is pale gold in color. It might be more aptly named "off-white whiskey" but the color is so faint, when you get it in a glass (especially with ice), it looks white. The nose of Jacob's Ghost makes it clear that it has spent time in a barrel (80 proof / 40% ABV).

Rebate!

Three Olives Vodka

Mail-in-rebates escalating up to \$30 off 750 ml. size and larger bottles. Good through June 20, 2013:

- Save \$5 on 1 bottle
- Save \$12 on 2 bottles
- Save \$20 on 3 bottles
- Save \$30 on 4 bottles



Featured Product



New!

A new generation of tequila has arrived — **SUAVECITO TEQUILA** — uniquely billed as 'The World's Smoothest Tequila'. Suavecito Tequila is 100% Blue Agave Tequila (70 Proof / 35% ABV) cultivated straight from the nutrient rich, red soil slopes of Mexico's prestigious Jalisco Mountains.

Suavecito requires only one distillation that cooks out the methanol. After distillation, they complement it with Blue Agave Nectar. Finally, they age Suavecito in specially selected American oak barrels to eliminate any harsh aftertaste.





Agency Info



Modernization of Computer Systems

The Division of Liquor Control has launched a new modernization project to upgrade its computer systems and replace existing merchandising, point-of-sale and supply chain management support systems. The new systems will also implement technology to provide real-time information to help meet the needs of today's consumers.

Progress began in March with the first of over a dozen "requirements workshops." These workshops are a way to ensure there is a common and clear understanding of what the new system can do to support the Division's future business operations. Benefits of the upgrade project include:

- Updating technologies that work at the speed of your business;
- Increasing efficiency of Division operations improving customer service;
- Developing strategies of up-selling and greater profitability.

More information and updates will be provided to stakeholders as the project moves forward.



Tammy Aneshansley, Commerce Fiscal Section, participates in the requirements workshops.

April New Listings

Code	New Item	Code	New Item
0380B	AVIATION GIN	2930B	EPIC VODKA
0427B	BACARDI PINEAPPLE FUSION	4988E	JACK DANIEL TENNESSEE HONEY
1535B	BURNETT'S BLUE RASPBERRY	5118B	JIM BEAM HONEY
1646E	JACK DANIEL TENNESSEE HONEY	5363M	RED EAGLE DISTILLERY BOURBON
1657E	NEW AMSTERDAM PEACH 200ML	5364M	RED EAGLE DISTILLERY RYE
1658E	NEW AMSTERDAM BERRY 200ML	6718B	NEW AMSTERDAM VODKA
2045B	CINERATOR	8404M	REMY MARTIN V
2446B	CRYSTAL HEAD STONES GIFT	8975B	SINFIRE
2662B	DEVIL SPRINGS	9111B	SVEDKA ORANGE CREAM POP
2671B	DEWAR'S HIGHLANDER HONEY	9112B	SVEDKA STRAWBERRY COLADA
2915B	EL JIMADOR REPOSADO GIFT	9183B	TEMPLETON RYE
2928B	EPIC COCONUT VODKA	9659B	WOODSTOCK HOT LICKS
2929B	EPIC PEACH VODKA		

* See Division's website for new special order items.

Drink Recipes

“Wild Strawberry Basil Martini”



- 2 oz. **SKYY Infusions Wild Strawberry**;
- 1 oz. fresh squeezed lemon juice;
- 1 oz. simple syrup;
- 2 basil leaves;
- 3 slices of strawberry.



“Rosa Rumble”

- **Lola Belle Rum**, cranberry juice, simple syrup and lime juice;
- shaken with ice and strained into a chilled martini glass.

“Lola and Cola”

- **Lola Belle Rum**, cola (or diet cola);
- shaken with ice and strained into a chilled glass.

Mail-In-Rebates (Partial list of rebates expiring April 30, 2013)

Brand Code	Product	Rebate
8355B	Rebel Yell Bourbon	Save up to \$3 on all flavors.
7991B	Pearl Vodka	Save up to \$5 on all flavors.
5499L	Lady Bligh Rum	Save up to \$10 mail-in rebate: save \$10 on one 1.75 liter., \$5 on one liter and \$3 on a 750 ml. bottle.
call for brand codes	Paramount Vodka, Rum & Gin	Save \$5 on one 1.75 liter bottle.
all types	Absolute Vodka	Save \$5 on any two 750 ml. bottles.
5384B	Kilbeggan Scotch	Save \$2 on one 750 ml. bottle.
call for brand codes	New Amsterdam Gin or Vodka	Save \$3 on one bottle of 750 ml. or save \$5 on one 1.75 liter bottle.

* Contact product broker for information on other rebate offers.



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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How to Contact Us

Ohio Department of Commerce
Division of Liquor Control
6606 Tussing Road
Reynoldsburg, OH 43068

Tel: (614) 644-2360
Fax: (614) 644-2480
TTY/TDD: 1-800-750-0750
www.com.ohio.gov/liqr
Email: web.liqr@com.ohio.gov

Bruce Stevenson, Superintendent
Tom Kappa, Chief, Agency Operations
Matt Mullins, Editor, matt.mullins@com.ohio.gov