



▶ **FEATURED ITEM: CABO WABO DIABLO.....2**



▶ **SIP LAUNCHES FIRST PRODUCT DELISTING.....3**



▶ **EXCITING & INNOVATIVE DRINK RECIPES.....4**

● Issue 8 ● Volume 2 ● August 2014

Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Liquor Control Helps Ohio Businesses Flourish By Superintendent Bruce Stevenson



Fiscal Year (FY) 2014 was an extraordinary year for the Ohio Department of Commerce Division of Liquor Control (Division). We experienced many significant

and positive changes in the industry. Our accomplishments reflect the Division's renewed mission to move at the speed of business by modernizing operations for improved efficiency, providing exemplary service to Ohio customers and stakeholders and taking a common sense approach to regulations while helping Ohio businesses grow and create jobs. Here are some of the Division's highlights and accomplishments for FY 2014.

Liquor Permits:

The Division's Licensing Section was responsible for licensing the operations of more than 24,000 privately owned and operated manufacturers, distributors and retailers of alcoholic beverages. This includes the issuance

of new permits, permit renewals and transfers, as well as the investigative and hearing requirements associated with permit issuance. This section issued 1,592 new permits and 6,608 temporary permits, transferred 1,495 permits and renewed 24,159 permits.

Monies Distribution:

The Division collected more than \$39.7 million in permit fees. Of that amount, \$38.8 million was distributed to various entities: \$13.3 million was returned to the local taxing districts for liquor law enforcement, \$17.1 million was deposited in the state's Liquor Regulatory Fund and \$7.6 million was allocated to the Ohio Department of Mental Health and Addiction Services to fund treatment and education efforts. Another \$10 million was transferred to the Ohio General Revenue Fund.

Product Registration:

The Division's Beer & Wine section registers beer, wine and low-proof products to be sold in Ohio. The number of product registrations continues to grow each year as manufacturers,

including Ohio's rapidly growing craft brewing industry and wineries, offer new and innovative items. In FY 2014, the Division registered 1,733 new beer products, 6,975 new wine products and 136 new low-proof products for a total of 8,844 new products. This was 1,640 more new products registered than last year.

Spirits Innovation Program:

The Spirits Innovation Program (SIP) was initiated to enhance the overall shopping experience and modernize the look and feel of contract liquor agencies that sell spirituous liquor. In FY 2014, the Division and its industry partners Diageo and Republic National Distributing Company reset 134 Contract Liquor Agencies (Agencies) to optimize product selection, maximize consumer value and increase shopper satisfaction by providing an improved and consistent store experience. This exceeded the SIP goal of resetting 125 Agencies in the first year of the program.

See Business continued on page 3.



**John R. Kasich, Governor
State of Ohio**

**Andre T. Porter, 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!

Patron Citronge Lime

Brand Code: 7969B

From the creators of Patron Tequila, Patron Citronge Lime is an ultra-premium liqueur crafted from the highest-quality Persian Limes. It is crisp and smooth, with the well balanced, juicy and sweet flavor of top-quality lime. Citronge Lime is excellent mixed in a wide variety of cocktails, or as a delicious addition to sauces or desserts.



Ciroc Pineapple

Brand Code: 7969B

CÎROC Pineapple is infused with the delicate flavors of fresh, crushed pineapple. These all-natural flavors create the refreshingly delicious tropical taste of a ripe pineapple. Inspired by the radiant world of luxury and expertly crafted to be a step above ordinary spirits.



Three Olives Jacked Apple

Brand Code: 9256B

Experience the flavor sensation that combines ripe red apple and cinnamon, bursting with flavor!



Seagram's Peach Vodka

Brand Code: 8917B

Seagram's Vodka is distilled five times using only the finest American grain, resulting in an exceptional award winning premium vodka, renowned for its unparalleled smoothness.

Featured Product

NEW! CABO WABO DIABLO

Cabo Wabo Diablo is a “spiked” coffee liqueur. Sweet, bold essence of Arabica coffee, vanilla and dark cocoa is blended with 100% blue agave Cabo Wabo tequila from the highlands of Jalisco. The result is an unquestionable smoothness balanced with the mischievous bite of Cabo Wabo tequila. Rich roasted coffee, dark cocoa and creamy vanilla with hints of toasted hazelnut. Diablo has a thermal color changing label. When the bottle is chilled the label turns red to reveal Diablo.



All product descriptions provide by manufacturers.



Agency Info



New Spirits Listings August 2014

Brand Code	New Items
9329B	UERIGE STICKUM PLUS "BASS" BOURBON
0787B	THE BELGIAN OWL SINGLE MALT WHISKEY
0382B	AVENTINUS EDELSTER BOURBON
8416B	RHUM J.M GOLD RUM
8417B	RHUM J.M WHITE RUM
n/a	BLACK SWAMP BOURBON
0922B	BLACK SWAMP CINNAMON SPICED BOURBON
n/a	LIQUORIZH CHERRY VODKA
n/a	LIQUORIZH ORANGE VODKA
n/a	LIQUORIZH WHIPPED VODKA
5962B	LIQUORIZH BLACK LICORICE VODKA
5963B	LIQUORIZH PEANUT BUTTER VODKA
5964B	LIQUORIZH VODKA
4934B	IVANABITCH RED BERRY VODKA
n/a	IVANABITCH DUTCH APPLE VODKA
n/a	IVANABITCH WATERMELON VODKA
5534B	LANGLEY'S #8 GIN
3519B	GEORGE REMUS BOURBON
3520B	GEORGE REMUS RYE
n/a	SCREECH RUM
6026B	MACNISH CINNAMON SCOTCH
n/a	MACNISH HONEY SCOTCH
1850E	CAZADORES TEQUILA TRINITY PACK

See more new items continued on page 4.

SIP Launches First Product Delisting



Consumer preferences can change with the wind. Just last year, the main growth segment in Ohio was flavored vodka; now the majority of that excitement has changed over to flavored whiskey. Innovation is vital to providing the right items to these consumers and while consumer tastes and preferences continue to grow, our shelves do not. This is why the Spirits Innovation Program (SIP) team, in conjunction with our broker partners, have completed the first biannual delist process.

A total of 124 items have been delisted and will no longer be offered for sale in Ohio. To ensure that inventory moves quickly, the items will feature a 25 percent reduction of the base price.

The full list of delisted products will be included in your August mailing packet. Agencies are to feature these items on an end cap as consumers will be searching for them due to the price reduction. If you do not have displayable space, ask your brokers if they can help with low-price shelf talkers for these items.

The SIP team wants to thank everyone in advance for their help with making this delist endeavor a success. Stay tuned for the next round of delisting coming February 2015.

Business continued from page 1.

The 134 reset Agencies represent 48 percent of the spirits business in Ohio and those stores experienced an 8.2 percent increase in sales as opposed to 4.7 percent growth in Agencies that have not been reset.

With the support of the Contract Liquor Agents and all the Division's industry partners, SIP will continue to help drive business growth in a responsible manner, while also giving the citizens of Ohio a better and more fulfilling shopping experience.

By taking a fresh look at regulations and our operations, Ohio is a leader and example of what government can do to affect positive change and help improve the economic future for its stakeholders. Business friendly regulations, managing alcohol consumption with safety in mind and our commitment to excellent customer service will help create jobs and keep Ohio moving in the right direction.

Drink Recipes

“Cucumber Mojito”

- 1½ oz. **10 Cane Rum**
- 1 oz. fresh squeezed lime juice
- 1 oz. simple syrup
- 8-10 mint leaves
- 4 pieces of peeled cucumber
- Club soda
- Slice of cucumber



Directions: Muddle simple syrup, mint leaves, and cucumber in the bottom of a tall glass. Fill with cracked ice. Add 10 Cane and lime juice. Stir gently and top off with soda. Garnish with a slice of cucumber.

“Jacked Ginger”



- 2 parts **Three Olives Jacked Apple Vodka**
- 4 parts ginger ale

Directions: Mix all ingredients into a rocks glass filled with ice and stir. Garnish glass with an apple slice.

“Mexican Cosmo”

- 1 ½ oz. **Patron Tequila**
- 1 oz. cranberry juice
- 1 lime squeeze
- 1 lemon squeeze
- Orange twist for garnish

Directions: Combine the ingredients in a mixing glass with ice. Shake vigorously and strain into a glass with ice. Garnish with an orange twist.



Drink Responsibly.
Drive Responsibly.



Follow us on
Twitter @ohioliquor



**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

An Equal Opportunity Employer and Service Provider

n/a	GREY GOOSE CHERRY NOIR 375ML
2864M	DUSSE VSOP BRANDY
9110B	SVEDKA PEACH VODKA
9107B	SVEDKA STRAWBERRY LEMONADE VODKA
n/a	THE BOTANIST
8396B	REMY MARTIN XO BRANDY EXCELLENCE GIFT
8433B	RICH & RARE CARAMEL BOURBON
5568B	LEGACY CANADIAN WHISKY
1631E	FIREBALL CORDIAL
1500M	BUFFALO TRACE BOURBON EXPERIMENTAL COLLECTION
9231B	TOM'S FOOLERY OHIO STRAIGHT BOURBON
3637B	THE GLENLIVET NADURRA OLOROSO SCOTCH
7712B	PADDY BEE STING IRISH WHISKEY
n/a	SEAGRAM'S MELON TWISTED GIN
2426B	CRUZAN LIGHT TEQUILA GIFT (W/MASON JARS)
8221B	PINNACLE AMARETTO VODKA
7969B	PATRON CITRONGE LIME TEQUILA
9623B	WILD TURKEY BOURBON DIAMOND "60TH ANNIVERSARY"
1549B	CABO WABO DIABLO TEQUILA
8275B	POPCORN SUTTON'S TENNESSEE WHITE WHISKEY

* This is only a partial list of new items for August. Please see the Division's website for a complete list.

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