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# Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE  
OHIO DIVISION OF LIQUOR CONTROL

## Ohio Enjoys Industry Growth

By Superintendent Bruce Stevenson



2013 was an extraordinary year for the Ohio Division of Liquor Control. We experienced many significant and positive changes and achieved record sales. 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 its customers and stakeholders, and taking a common sense approach to regulations helping Ohio businesses grow and create jobs.

We recently received comparative sales data from the National Alcohol Control Association (NABCA) showing how well we fared in relation to the other alcohol control states. I am pleased to report that Ohio continues to lead the larger control states and total control state average in percent increase for both case and dollar sales. As the third largest control state, behind Pennsylvania and Michigan, our last 12 months cumulative case sales increased by almost +3% compared to Pennsylvania at -0.8% and Michigan at -0.3%. The control state average increase is +1.1%. We also lead those two states in previous cumulative four-month increase at 3.6% compared to Pennsylvania at -4.5% and Michigan +1.9%. The control state average is +0.4%.

Dollar sales also show a similar comparison. Previous 12-month cumulative sales increase for Ohio is +5.8% compared to Pennsylvania at +1.7% a Michigan at +3.7%. The control state average is +4.2%. Our previous four-month cumulative dollar sales increase is +6.6% compared to Pennsylvania at -1.9% and Michigan at +6.7%. The control state average is +3.7%. Another border control state, West Virginia, while much smaller in spirits volume (15<sup>th</sup>) than Ohio, has decreases in both 12-month and four-month case sales and a small increase (+1.1%) in previous 12 month dollar sales and a -1.0% decrease for previous four-month dollar sales.

I believe that our strong performance in comparison to the other 18 control state jurisdictions is a result of our aggressive promotion of new products and our

See *Growth* continued on page 3.

### Credit Card Surcharges

Contract Agencies that accept credit cards for spirituous liquor purchases cannot charge customers a flat fee for those transactions and cannot recoup more than their credit card surcharge. This practice is a violation of the Agency contract and may result in the suspension or cancellation of the contract. Agencies that pass along a surcharge must do so in accordance with their credit card agreement.

Here are best practices to follow:

- \* Post a notice at the checkout;
- \* Post a sign on the storefront;
- \* Disclose the fee on receipts;
- \* Do not exceed the percentage of the sale allowed by the credit card company in charging the customer;
- \* Do not charge a surcharge for debit or prepaid card transactions;
- \* Comply with your credit card agreement.

Please call Agency Operations at (614) 644-2380 with any questions.



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!

## Safe and Responsible Alcohol Sales

Be smart this Holiday season! Prevent underage sales/sales to intoxicated. Violations may result in the termination of your Agency contract. Resources available at the Division's website: [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)



### Absolut Chicago

Introducing Absolut Chicago! The latest **limited edition** city series from Absolut. It celebrates a city that is grounded in history and tradition yet constantly looking to the future.



### Smirnoff Wild Honey

The newest offering from the Smirnoff confections line! Wild Honey flavored vodka combines the pure, sweet taste of golden honey with a wild side of floral fruitiness that could only be found in nature.

### Jose Cuervo Cinge

Introducing cinnamon flavored tequila from Jose Cuervo! Jose Cuervo Especial Silver infused with natural Mexican cinnamon and other spices. Jose Cuervo Cinge is a natural shooter drink with plenty of great mixing options!



### Pinnacle Cinnabon

Pinnacle partners with Cinnabon to bring you this new 70-proof vodka that combines flavors of cinnamon, brown sugar and rich cream cheese frosting with hints of caramel to create a taste freshly-baked cinnamon rolls. It can be served chilled, on the rocks or mixed in festive cocktails.

## Featured Product



### Jägermeister Spice

Get it while it lasts! The new blend from Jägermeister that uniquely combines premium spices such as vanilla and cinnamon, with the legendary ingredients found in the original Jägermeister recipe. Jägermeister Spice is best enjoyed neat or as a shot at room temperature.





# Agency Info



## Division Welcomes New Category Manager



Andrew Royce was not hard to find. Not only does his 6'6" frame tower over cubes and employees alike, but his exemplary performance as a Statistical Analyst for the Division of Liquor Control made him a great candidate for his new role as a Category Manager.

Andrew originally started working with the Division when he worked as an Operations Manager for the Columbus district warehouse. Andrew then joined the Liquor Control in November 2011 and used his vast

knowledge of liquor operations in his most recent role as Statistical Analyst, in which he managed agency transfers, balanced warehouse inventory, and allocated new items.

In his new role of Category Manager, Andrew will be responsible for managing the SIP (Spirits Innovation Program) reset schedule and merchandising SIP stores. He also will be keeping a close eye on inventory, as one of the big initiatives for the Division is to reduce current on hand inventory. Andrew will also be focused on reset compliance and will be frequently visiting Contract Agencies to ensure that there is compliance towards plans.

Andrew will report directly to Jennifer Richardson, Merchandising Manager, who previously held the role of Category Manager. Jennifer is excited about the addition of Andrew on the SIP team and is looking forward to his contributions as he becomes more acclimated with the Category Manager role.

Andrew also will be working hand-in-hand with Category Captain, Chelsea Howard, Diageo, and Category Validator Jared Camden, RNDC. Andrew worked closely with the SIP team before he took his new role and the transition has been smooth and seamless. Please contact Andrew directly should you have any questions about the SIP Process!

### **Growth continued from page 1.**

progressive relationship with our suppliers, brokers and contract liquor agencies.

I am very proud of these accomplishments and the hard work of our all our employees that made them possible. It also helps illustrate that Ohio's economy is strong and growing. Other indicators are the growth in Ohio craft breweries, micro-distilleries, and wineries in 2013. In 2013, many new business and jobs were created in those industries including: 21 new craft

breweries for a total of 101, five new micro-distilleries, for a total of 19, and 20 new wineries, for a total of 195.

We are very optimistic about the future of our agency and our outstanding programs. In 2014, we will continue to focus our efforts on providing common sense regulation and exceptional customer service to safeguard Ohioans, and help Ohio businesses succeed and create new jobs.

## New Spirits Listings December 2013

| Code  | New Item                           |
|-------|------------------------------------|
| 0083B | ANTICA CLASSIC SAMBUCA             |
| 1734B | CANADIAN HUNTER RYE                |
| 7734B | PALMETTO MOONSHINE APPLE PIE       |
| 7744B | PALMETTO MOONSHINE BLACKBERRY      |
| 8935B | SEVEN BROTHERS OHIO WHEANT WHISKEY |
| 6749B | 99 CINNAMON                        |
| 2618B | DEKKUYPER PECHE                    |
| 2864B | DUSSE VSOP                         |
| 2887B | EFFEN SALTED CARAMEL               |
| 5480B | KNOB CREEK SMOKED MAPLE            |
| 6569B | MICHTERS US1 SGL BRL RYE           |
| 7972B | PATRON DAVID YARMAN ANE-JO GIFT    |
| 9224B | PINNACLE CINNABON                  |
| 9353B | 2 GINGERS IRISH WHISKEY            |

**\*Please see website for list of new special order items.**

## Liquor Sales Update:

Dollars

Gallons

| YEAR TO DATE         | WHOLESALE     | RETAIL        | TOTAL         | WHOLE-    | RETAIL    | TOTAL      |
|----------------------|---------------|---------------|---------------|-----------|-----------|------------|
| 1/1/13 thru 11/15/13 | \$230,346,230 | \$528,205,477 | \$758,551,707 | 2,898,124 | 7,544,057 | 10,442,182 |
| 1/1/12 thru 11/15/12 | \$224,987,699 | \$490,790,540 | \$715,778,240 | 2,907,276 | 7,215,330 | 10,122,607 |
| 2013 vs 2012         | \$5,358,530   | \$37,414,937  | \$42,773,467  | -9,152    | +328,727  | +319,575   |
| Percent change       | +2.38%        | +7.62%        | +5.98%        | -0.31%    | +4.56%    | +3.16%     |

## Drink Recipes



### “The Perfect Eggnog”

Add to taste any of the following:

- Wiser’s Vanilla Spiced Whisky
- Paddy Devil’s Apple Irish Whiskey
- Black Velvet Cinnamon Rush Whisky
- Cleveland Christmas Bourbon
- Fireball Cinnamon Whisky
- Sailor Jerry Spiced Rum
- Kraken Black Spiced Rum
- Jose Cuervo Cinge Tequila
- Kahlua Midnight

*\*Try with Malibu Island Spiced Rum*

*for a delicious low cal option!\**

**Drink Responsibly.**  
Drive **Responsibly.**



### “Caramel Apple Crisp”

Combine the following:

.5 oz Smirnoff Kissed Caramel

2.5 oz apple cider

.25 oz fresh lime juice

Combine all ingredients in an ice filled shaker, shake well.

Strain into an ice filled glass, garnish with an apple slice and cinnamon stick. Or for added flair, core out the inside of an apple and serve.



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**Department  
of Commerce**

**Division of Liquor Control**

[www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)

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