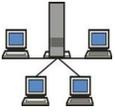




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● Issue 1 ● Volume 4 ● January 2016

# Ohio Spirits *Insider*

**MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL**



## **Selling Alcohol Comes with Social Responsibilities** *By Bruce Stevenson*

When it comes to keeping alcohol out of the hands of underage and intoxicated individuals, your business is on the front lines. You and your employees must be ever vigilant. Prevention is in everyone’s best interest. By utilizing the tools and resources made available by the Division of Liquor Control, you can help keep your community safe and protect your business at the same time. Many of these resources are made possible by grants from the National Alcohol Beverage Control Association (NABCA).

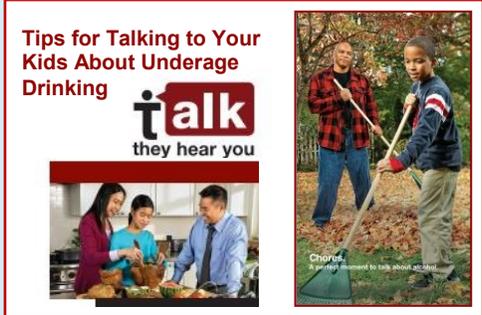
The latest social responsibility program initiated by the Division is called “Talk – They Hear You, Tips for Talking to Your Kids about Underage Drinking.” This is an education program with materials designed for in-store displays, including free cards for Ohio’s Contract Liquor Agency customers to take home. The cards provide tips for parents and others to learn about the importance of communicating the dangers and problems caused by underage alcohol consumption. They also offer tips on the most effective ways to communicate this message and have an open dialogue with teenagers.

This initiative utilizes materials from national substance abuse prevention organizations. Each of Ohio’s 466 Contract Liquor Agencies that sell spirituous liquor

will receive a point-of-sale display with a stock of free cards. The Agencies will place the display in a prominent location and encourage customers to take a copy of the educational materials.

The “Talk – They Hear You” program will contribute to the prevention of illegal alcohol sales and consumption by teenagers, as well as address the serious issue of talking to teenagers to help prevent underage drinking. This program encourages community involvement by partnering with the private businesses throughout Ohio and their customers to spread the message to help Ohio’s teenagers make the right decisions and keep their communities safe.

The most fundamental part of your social responsibility when selling alcohol is that it’s up to you and your employees to make sure that all customers buying alcohol are of legal age. So don’t take any chances. Protect your business and community by thoroughly checking the ID of anyone attempting to buy alcohol that looks too young, or that you suspect may be under 21. Many businesses are now using electronic ID scanners to help verify age. Those are great devices, but employees should be careful not to



**See Responsibilities continued on page 4.**



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

**Jacqueline T. Williams, 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!

## Tim Smith Climax Moonshine Fire No. 32

**Brand Code: 2039B**

Smooth, BOLD & HOT Cinnamon Flavor. Water white, light & not sugary.



## Clase Azul Plata Tequila

**Brand Code: 2059B**

Clase Azul Plata is a fresh tasting blanco tequila produced from 100% organic blue weber agave. The agave is slow cooked in traditional brick ovens for 72 hours and then distilled using a proprietary yeast developed by our master distiller. Plata is not aged and the natural colors that come from the slow cooking are filtered out prior to bottling in a stunning crystal clear bottle with blue accent at its base.



## Woodford Reserve 1838 Style White Corn Whiskey

**Brand Code: 9696B**

**COLOR:** Light golden honey.  
**AROMA:** Soft and nutty with a malty shortbread grain note sweetened with apple fruit, hints of spun sugar, cooked sugar and vanilla. Glimpses of cedar and clove spiciness can be seen through a delicate veil of oak smoke.  
**TASTE:** Shortbread and subtly cool lemon custard notes are lightly spiced and dried with a dash of white pepper.  
**FINISH:** Long and slightly drying with a lingering shortbread note.



## Kinsey Bourbon

**Brand Code: 5407B**

An interpretation of a classic Pennsylvania Bourbon Whiskey - *Kinsey Whiskey* – originally made by the Continental Distilling Co. Medium bodied with honey vanilla notes. Best enjoyed neat, on the rocks or in a Kinsey Bourbon Sour.



### Featured Product

## The Quiet Man Traditional Irish (Brand Code: 8318B)

## The Quiet Man 8 Year Old Single Malt Irish (Brand Code: 8319B)



The Quiet Man brand was born when Ciaran Mulgrew, part owner of Niche, decided to name his first Irish whiskey after his father, John Mulgrew. Over the 50 years of John's career behind the bar, he heard and saw everything, but stayed true to the bartender's code and told no tales. After dozens of combinations and several long months of sipping, a unique and perfect blend of hand-selected whiskeys were chosen. High malt percentage offers mellow and ultra-smooth finish (80% Grain / 20% Malt). Triple distilled in traditional Irish whiskey pot stills and matured in oak barrels. Unique process of finishing the aging in first-fill bourbon barrels adds warm spicy notes. First Irish whiskey bottled in Derry, Ireland in over 100 years!

All product descriptions provided by manufacturers.



# Agency Info



## Committed to LMP Improvement

By Harry G. Knight



As we wrap up another year, I wanted to express my sincere appreciation for the overwhelming support I've received since coming on-board as the Chief Operation Officer for the Division of Liquor Control last September. Though we still have some challenges moving into

2016, my commitment to all of you remains the same: I will not waver in my efforts or enthusiasm to provide you with an operating system and business process that supports all of our needs. In the short time that I have been here, I've had the pleasure of meeting quite a few of you at the Agencies and the determination you've displayed in the face of adversity has demonstrated to me your commitment as well. I thank all of you for the extraordinary efforts you've put forth.

I also will tell you that I am extremely proud of my staff in the Division's Agency Operations Section. Often times it is easy to overlook that we have had to navigate the rough seas just as you have. My team has spent many long hours, just as you have, in order to stay the course. Trust me when I tell you that we're all in this together.

In 2016, LMP system improvements will continue. We are in the process of improving the Microsoft AX program and the hardware that supports the system. We anticipate these efforts will continue throughout 2016 with improvements added as they are designed. Major system changes that directly affect industry and Agency user groups will involve input from those stakeholders and will be thoroughly tested prior to going live. System developments will continue to be regularly identified in the Division's *Weekly Update* email reports to keep users informed and involved in development of anticipated changes.

I hope you and your families had a wonderful holiday season and I look forward to meeting more of you personally in the New Year.

## New Spirits Listings

### JANUARY 2016

Code	New Items	Type
0331B	BOOTH'S CASK MELLOWED GIN	GIN
0966B	BLUE NECTAR REPOSADO EXTRA BLEND	TEQUILA
0967B	BLUE NECTAR SILVER	TEQUILA
1578L	CALYPSO SPICED RUM	RUM
2039B	CLIMAX MOONSHINE FIRE NO. 32	BLEND
2059B	CLASE AZUL PLATA	TEQUILA
2060B	CLASE AZUL REPOSADO	TEQUILA
2226B	COLLINGWOOD CANADIAN	CANADIAN
2863L	DUQUESNE E S B	RUM
2870B	E & J APPLE BRANDY	BRANDY
2981L	EL TORO TRIPLE SEC	CORDIAL
5091B	JEFFERSONS OCEAN AGED AT SEA CASK STRENGTH	BOURBON
6711L	NEISSON BLANC	RUM
6722D	NEW AMSTERDAM PINEAPPLE	VODKA
6742B	99 PINEAPPLES	SCHNAPPS
7885L	PARAMOUNT RAINBOW COMBO PACK	VODKA
8055B	PENNINGTON'S STRAWBERRY RYE	RYE
8318B	THE QUIET MAN TRADITIONAL IRISH	IRISH
8319B	THE QUIET MAN 8 YR OLD SINGLE MALT IRISH	IRISH
8943B	1792 PORT FINISH BOURBON	BOURBON
8948B	SMIRNOFF SCORCHED PINEAPPLE	VODKA
9285B	THREE OLIVES PINEAPPLE	VODKA

## Drink Recipes



### Peppermint Patty

- ◆ 2 oz. **Bird Dog Peppermint Moonshine**
- ◆ 2 oz. **Three Olives Chocolate**

**Directions:** Shake and strain into ice filled glass. Garnish with small cookie or candy cane.

### Amaretto Cranberry Kiss

- ◆ 1 cup cranberry juice
- ◆ .5 cup **Buckeye Vodka**
- ◆ .25 cup **Disaronno Amaretto**
- ◆ 1.5 tbsp. fresh squeezed orange juice
- ◆ Clementines, peeled and segmented
- ◆ Ice

**Directions:**

Mix cranberry juice, vodka, amaretto, and orange juice in pitcher. Put one quarter recipe in cocktail shaker with ice, shake to combine. Strain into martini glass and garnish with Clementine slices.



Drink Responsibly.  
Drive Responsibly.

### Responsibilities continued from page 1.

rely solely on the scanner. Before scanning an ID, compare the photo to the person making the purchase to be sure it's their ID. It's also important to be observant of others in the store that may be with the customer. Remember, underage persons cannot be furnished or share in the cost of any alcohol. The human factor is still the most important tool in preventing underage drinking.

Education and awareness are the keys to running any successful business and also to fulfilling your social responsibilities as a permit holder, Liquor Agent, and good corporate citizen. Please visit our website at [www.com.state.gov/liqr](http://www.com.state.gov/liqr) to access these tools and our educational materials, like the training booklet, "Safe Alcohol Sales." There are also other great resources you can link to including: "We Don't Serve Teens" and the *Alcohol Server Knowledge (ASK) training* program offered by the Ohio Investigative Unit. Also follow our *Twitter* feed at @ohioliquor.



Follow us on  
Twitter @ohioliquor



**Department  
of Commerce**

**Division of Liquor Control**

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

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