



▶ **GLUTEN FREE LABEL APPROVAL.....2**

○ Issue 5    ○ Volume 1    ○ June 2013



▶ **NEW MERCHANDISING MANAGER.....3**



▶ **SUMMER DRINK RECIPES.....4**

# Ohio Spirits Insider

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

## Ohio Micro-distilleries Thriving

By Superintendent Bruce Stevenson

It's been a little more than a year since Senate Bill 243 was signed into law by Governor Kasich, paving the way for new Ohio businesses to open and operate as micro-distilleries. It also provided new opportunities for existing businesses, like Ohio wineries, to expand their operations to include the production of spirits. The micro-distilling industry in Ohio has come a long way in a short time.

Starting with just two, Ohio now has 16 micro-distilleries, and another 11 pending applications. These Ohio businesses are growing and competing in the increasingly popular micro-distillery market, where consumers are seeking unique, artisan products. Ohioans also put a premium

on pride in a locally-made product from locally-produced ingredients.

Most of Ohio's micro-distilleries sell their products through a limited number of Contract Liquor Agencies. Others make only enough to sell directly to visitors who tour their facilities.

The three distilleries selling the largest amount of their products through our Liquor Agencies are Watershed Distillery in Columbus, Cleveland Whiskey in Cleveland, and Middle West Spirits in Columbus.

Let your customers know about the quality spirits made right here in Ohio. Please contact us if you would like to find out more about Ohio's micro-distilleries and their products by e-mailing the Division at [web.liq@com.state.oh.us](mailto:web.liq@com.state.oh.us).



Middle West Spirits won two Artisan American Spirits Awards this year from the American Distilling Institute: Gold medal for OYO Wheat, and bronze medal for OYO Rye.

## New Product Displays

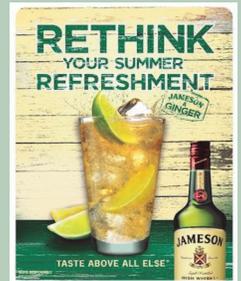
New in-store product displays are available, but supplies are limited. Please contact product brokers for more information.



**Svedka Vodka Stars & Stripes**



**Jameson Irish**



**Oddka Vodka**



**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!

## Smirnoff Sorbet Light



Three new flavors, all with only 78 calories per 1.5 ounces.

- ◆ **Smirnoff Raspberry Pomegranate**
- ◆ **Smirnoff Lemon Sorbet**
- ◆ **Smirnoff Mango Passion**



## Sauza Hornitos Lime Shot

Revolutionizing the shot occasion, Hornitos Lime Shot is the perfect combination of Hornitos Plata 100% blue agave tequila with the refreshing taste of lime and a hint of salt.

## Pearl Vodka's New Innovative Flavors

- ◆ **Pearl Red Berry:** Artistically blended with the taste of red, ripe raspberries.
- ◆ **Pearl Vodka Apple Pie:** The taste of sweet apple pie and flaky cinnamon crust.
- ◆ **Pearl Peach:** Mixes well with practically anything.



## Bulleit 10 Years Old

Bulleit Bourbon's original recipe, set aside and aged 10 years in charred American white oak barrels.



## Firefly Peach & Firefly Caramel Moonshine



Southern inspired spirit in genuine mason jars. All natural ingredients, bottled at the proof where the flavor is best & created at a genuine southern distillery featuring homemade stills.



## Benjamin Prichard's Lincoln County Lightning

Lincoln County Lightning is whiskey out of the still: No oak barrels, no caramel color, no aging. Simply liquor distilled from white corn, then and now.

## Featured Product



## Blue Ice Vodka

### Blue Ice Earns "Gluten Free" Label Designation

Blue Ice Vodka is truly gluten free as it is made with potatoes instead of wheat.

Gluten, a protein found in wheat, rye and barley, can trigger a digestive disorder called celiac disease, one of the most common genetic autoimmune conditions in the world. It is estimated that as many as one in 141 Americans, has celiac disease. The only existing treatment is a gluten free diet.

An American potato vodka produced at Distilled Resources, Inc., Blue Ice Vodka has become the first spirit brand in the country to receive a Certificate of Label Approval (COLA) from the federal Alcohol and Tobacco Tax and Trade Bureau allowing it to feature a "Gluten Free" designation on its package label.





# Agency Info



## Mail-In Rebates

(\*Partial list expiring June 30)

Code	Product	Rebate
Call for codes	1800 Tequila	\$5.00 off 750ml or larger
All types	3 Olives	\$5.00 off 750ml or larger
0035L	Ancient Age	\$1.50 off 750ml or 1L
5029B	Barton	\$5.00 off 750ml
0850B	Benchmark	\$1.50 off 750ml
1733B	Canadian Hunter	\$1.50 off 750ml or 1L
1735L	Canadian LTD	\$7.00 off 1.75L
0241D	Highland Mist	\$3.00 off 1.75L
Call for codes	Hornitos (includes Lime Shot)	\$5.00 off 750ml
0246D	Inverhouse	\$2.00 off 1L or 750ml
4753L	House of Stuart	\$2.00 off 1L or 750ml
0087L	Kentucky Gentleman	\$3.00 off 1.75L
2094L	Kentucky Tavern	\$3.00 off 1.75L
0208D	Lauders	\$3.00 off 1.75L
6642L	Monte Alban	\$10.00 off 1.75L
6645D	Montezuma	\$3.00 off 1.75L
0501L	Mr. Boston	\$2.00 off 750ml or 1L
8431D	Rich & Rare	\$3.00 off 1.75ml
8639B	Sabroso	\$3.00 off 750ml
8896B	SKOL	\$5.00 off 750ml
0104L	Ten High	\$7.00 off 1.75L
All types	Skyy	\$12.00 off 1.75L
All types	Pinnacle	\$10.00 off 1.75L
0065D	Admiral Nelson's Rum	\$10.00 off 1.75L
2944B 2945B 2960B	Evan Williams	\$10.00 off 1.75L or two 750ml; or \$5 off one 750ml
2023B	Christian Brothers	\$5.00 off 750ml

## New Merchandising Manager To Oversee Spirits Innovation Program

The Division is proud to announce a change to its Agency Operations staff. Jennifer Richardson was recently promoted to Merchandising Manager. Jennifer originally joined the Agency Operations section in May 2010 as the category manager. In September 2011, she was promoted to External Auditor. Prior to the Division of Liquor Control, Jennifer's worked for Commerce's Division of Industrial Compliance for 12 years, and two years for the Ohio Department of Taxation. She is currently attending Park University pursuing a Bachelor's degree in Management.



In her new role as Merchandising Manager, one of Jennifer's main responsibilities will be managing and overseeing the new Spirits Innovation Program (SIP). This program is designed to enhance liquor agency stores by offering a consistent, convenient, and captivating shopper experience that focuses on quality customer service.

Jennifer will be leading the charge on resetting two stores a week. Most of these stores have not been reset in over five years, and with the influx of new innovation, a reset will help the consumers easily navigate categories. SIP will also ensure that like categories are grouped together to ensure proper flow of a store and also increase the opportunity for add-on purchasing. Stores that were set in a test completed last year with the SIP philosophy grew three to four times as fast as stores that were not. To ensure the success of SIP, the Division appointed a team of vendors and suppliers to assist Jennifer in executing this program. Diageo was chosen as the Category Captain, and Chelsea Howard, who has completed reset work with the Division for over five years, will be an in-house resource to help manage the project. Diageo's Raouf Moussa will provide additional support with marketing strategy and digital presence. Republic National Distributing Company (RNDC) was chosen to be the project validator. Jared Camden of RNDC will bring his "feet-on-the-street" knowledge of being a sales representative to his new role as the validator for the Division and will be a great addition to the SIP team. Mark Mills will also provide validator support and bring his helpful knowledge of control states from the work he has done with Alabama to Ohio.

Jennifer is very excited about her new role, and is looking forward to serving the Division and working with its industry partners for many years to come.

\* Contact product broker for more information.

## Drink Recipes



### “Red White & BOOM”

Mix **Svedka Vodka**, lemonade, triple sec, cranberry juice, lime juice, and ice with blueberries and strawberries for garnish.



### “Cherry Margarita”

Mix ½ oz. **Grand Marnier Cherry**, 1 ¼ oz. tequila, sour mix, lime juice, and a splash of Grenadine. Serve over ice.

### “Bloody Mariachi”

- 1½ oz. **Patrón Reposado**;
- 3 oz. of sangrita (tomato juice, diced jalapeños, habanero hot sauce, fresh lime and orange juices);
- agave syrup;
- lime or cherry tomato for garnish.



### “Coconut Skinny Colada”

- 2 oz. **Sky Infusions Coconut**;
- ¼ oz. **Sky Infusions Pineapple**;
- 2 oz. club soda;
- Splash of pineapple juice;
- Squeeze of lemon;
- Mix over ice in a highball glass.



**Directions:** Rim a highball glass with agave syrup and dip in sea salt. Pour Patrón Reposado and sangrita over ice into the highball glass and stir. Garnish with a lime or cherry tomato.

## Liquor Sales Update:

### Dollars

YEAR TO DATE	WHOLESALE	RETAIL	TOTAL
1/1/13 thru 5/15/13	\$96,218,694	\$210,525,581	\$306,744,276
1/1/12 thru 5/15/12	\$93,724,461	\$197,623,009	\$291,347,469
2013 vs 2012	\$2,494,234	\$12,902,673	\$16,396,806
Percent change	+2.66%	+6.53%	+5.28%

### Gallons

WHOLESALE	RETAIL	TOTAL
1,214,485	3,010,403	4,224,887
1,216,505	2,908,715	4,125,220
(2,020)	101,688	99,667
- 0.17%	+3.5%	+2.42%



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