



▶ 2 GINGERS IRISH WHISKEY: FASTEST GROWING BRAND IN CATEGORY.....1



▶ THIRTYFIVE NEW ITEMS FOR MAY.....3



▶ FRUITY SPRING DRINK RECIPES.....4

● Issue 5 ● Volume 2 ● MAY 2014

Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE
OHIO DIVISION OF LIQUOR CONTROL



Authorized Source Requirements By Superintendent Bruce Stevenson

Having a license to sell alcohol in Ohio is a privilege that comes with many responsibilities. One of those is to understand and comply with the regulations that deal with the three-tier system and to know what authorized sources are for products.

Ohio's three-tier system has proven over the years to be a fair and effective way of controlling and providing for the safe, legal and responsible sale of alcoholic beverages. Retail permit holders who think they might save a few dollars by purchasing from an unauthorized source or who fail to comply with all of Ohio's liquor laws risk much more than they could ever save. It's important for all permit holders to remember that going to an unauthorized source to find a better price is never the best deal for their business.

It is also important for retail permit holders to pay close attention to what products they purchase and from whom they purchase them. It is a violation of administrative rule for both the seller and buyer when on-premises retail permit holders purchase beer, wine or low-proof mixed beverages from the Contract Liquor Agency that services their account. It is also a violation of the Agency's contract with the Division.

This simply means that retail permit holders can purchase wine for resale only from a licensed wholesale distributor or the holder of a B2A permit. They can purchase beer only from a licensed wholesale distributor or an A-1 or A-1-C permit holder. Low-proof mixed beverages can only be purchased from a licensed wholesale distributor. In addition, no retail permit holder authorized to sell spirituous liquor for on-premises consump-

tion can purchase those products for resale from any source other than an Ohio wholesale Contract Liquor Agency (see Ohio Administrative Code section 4301-3-01). Another issue to be aware of is that retail permit holders cannot purchase items that they are not authorize to sell. Low-proof mixed beverages require the same class of permit as is used to sell wine. Many times this get confused with the classes of permits that allow the sale of spirituous liquor. Don't assume that permit covers low proof, too. It may not. Flavored malt beverage coolers can only be sold with a class that authorizes the sale of beer products. Many people confuse these products with mixed beverages since many of them contain a name of a spirituous liquor manufacturer.

See *Authorized Source* continued on page 3.

Be smart this graduation season! Learn to prevent underage sales. Resources & training available at the Division of Liquor Control website: www.com.ohio.gov/liqr



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!



Monkey Shoulder

Brand Code: 6606B

At one time, Monkey Shoulder referred to a temporary injury suffered by the malt-men when turning the barley by hand. Today, the name Monkey Shoulder lives on as an affectionate tribute to the malt-men of yore in recognition of the times they suffered for their art.



Yeni Raki

Brand Code: 9714B

Yeni Raki is an Turkish Aperitif and the beloved alcoholic beverage of Turkey. It has been produced since 1944 and is the flagship brand across the category. Yeni Raki is produced from the best Anatolian grapes and aniseed. It has an aniseed-scented aroma with a rich and sweet flavor. Rich in terms in color, aroma, texture and character. Yeni Raki is ranked as the most valuable aniseed drink brand.

Belvedere Mango Passion

Brand Code: 0854B

The newest addition to the Belvedere Macerated vodka line - Belvedere Mango Passion is the first new flavor to join the Belvedere family since 2012. Belvedere is refreshing blend of juicy mango and aromatic passion fruit with a hint of zesty tangerine and lime. The result is a delicious fusion of tropical fruits to elevate any cocktail, or simply to enjoy with tonic and a squeeze of lime. It is 100% natural, no sugar added, and no artificial flavors.



Ultimat Vodka

From the Creators of Patron

Brand Code: 9367B

Unlike any other ultra-premium vodka, Ultimat is a carefully crafted balance of three ingredients: wheat for smoothness, rye for complexity, and potato for richness. Ultimat is produced in Poland, long considered the birthplace of vodka. Each bottle is a meticulously designed, elegant cobalt blue crystal decanter. To sip Ultimat is to find balance. Literally and figuratively.



Featured Product



2 Gingers Irish Whiskey

Brand Code: 9353B

2 Gingers Irish Whiskey is genderless and seasonless and turns beer and clear spirits drinkers into whiskey lovers year-round with “Big Ginger” and “Skinny Ginger” trademark cocktails.

2 Gingers is double distilled and retains more of that natural whiskey flavor with a smooth finish, which makes it perfect to drink neat or mix in cocktails. 2 Gingers is the fastest growing brand in the fastest growing category in spirits.



2 Gingers founder and CEO Kieran Folliard (left) and Liquor Control Superintendent Bruce Stevenson pose with 2 Gingers traveling Irish Pub.

All product descriptions provide by manufacturers.



Agency Info



Summer Trends

As we dig ourselves out of the polar vortex, expect to see consumer trends shift as the temperature rises. More than 25% of the total Ohio retail business occurs in May, June, and July. In order to meet the rising consumer demand, consider these key steps.

- Spirits market analysts are estimating that the growth of Bourbon will slow as the summer months approach. Because of new hot trends in Mixology, analysts are expecting to see an increase in the consumption of Tequila.
- When it gets hot, keep it cool! Consider investing in a cold box to chill spirits that are commonly served cold. Last minute gathering planners will appreciate this touch.
- More than 40% of weddings are held in May, June, and July. Wedding order forms can eliminate shelf out-of-stocks and ensure that the customer gets what they are looking for. This form can also be used for big parties and events during these summer months, such as the Memorial Tournament and July 4th.

See *Trends* continued on page 4.

Authorized Source continued from page 1.

But they are beer products. Another confusing item is cider. While cider products under 6% alcohol by weight do not have a minimum markup assigned, they are wine products and you must have the appropriate permit class to sell wine in order to sell cider.

The Division of Liquor Control prides itself on providing excellent customer service and being a resource for permit holders by clarifying various issues that affect the alcohol beverage industry. We want to help you be in compliance to have the best opportunity to grow and create jobs.

New Spirits Listings May 2014

Code	New Items
0056B	ABSOLUT TEXAS VODKA
0092L	APPLE BETTY MOONSHINE
0116B	ARDBEG AURIVERDES SCOTCH
0782B	BELLE OF DAYTON VODKA
0852B	BENCHMARK PEACH BOURBON
0949L	BLACKBERRY BEV MOONSHINE
1503D	BULLEIT 95 RYE
1514B	BURNETTS PEACH VODKA
1644E	HENNESSY VS 200ML BRANDY
2386B	CROWN ROYAL 75TH ANNIVERSARY CANADIAN WHISKY
2933B	ELMER T LEE COMMEMORATIVE BOURBON
3528B	GEORGIA MOON PEACH
3612B	GLENDRONACH 12 YEAR OLD SCOTCH
3648B	GLENMORANGIE 10 YEAR OLD GIFT SCOTCH
3651B	GLENLIVIT SCOTCH GIFT
3911L	GREY GOOSE VODKA GIFT
4025B	HARTLEY BRANDY
5224B	JOHN WALKER SCOTCH
6055E	MAISON LEBLON RESERVA ESPECIAL RUM
7623B	NIKKA TAKETSURU COFFEY GRAIN

See more new items continued on page 4.

Spiritous liquor sold by Contract Liquor Agencies to licensed retailers and consumers is owned by JobsOhio Beverage System.

Trends continued from page 3.

- Summer is all about hosting. Whether it's a casual backyard get together or a sophisticated soiree, confident hosts are looking for solutions. Focus merchandising on innovation and easy-to-mix cocktail solutions to help navigate hosts through the store.
- Underage consumption happens more often during May and June than any other months. Remain diligent on checking for proper identification.

Drink Recipes

“New Orange Split”

- 1 oz. **New Amsterdam Orange Vodka**
- 1 oz. strawberry schnapps
- 1/2 oz. crème de banane
- 1 splash of Grenadine
- 1 part Sprite
- 1 part pineapple juice

Directions: Pour all ingredients into a shaker. Shake once and strain into a Collins glass.



2 Gingers “Big Ginger”

- Two parts **2 Gingers Irish Whiskey**
- Ginger ale
- Two wedges of lemon and lime

Directions: Use tall Collins glass with ice.
*For “Skinny Ginger,” use diet ginger ale.

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

Code	New Items
7624B	NIKKA TAKETSURU 12YEAR OLD
8003L	PEACH PATTY MOONSHINE
8894B	CROWN ROYAL CANADIAN WHISKY GIFT
8961L	SHERRY CHERRY MOONSHINE
9117B	TALISKER STORM SCOTCH
9634B	WILD TURKEY 101 BOURBON GIFT
9714B	YENI RAKI
0141B	ARTISAN INFUSED CINNAMON VODKA
1431B	THE BOTANIST GIN
1485B	BRINLEY VANILLA RUM
2517B	DEEP EDDY VODK VODKA
2526B	DEEP EDDY RUBY RED GRAPEFRUIT VODKA
4736B	HOPHEAD VODKA
5268B	JUNIPERO GIN
9099B	STRAITSVILLE SPECIAL MOONSHINE

“The Ultimat White Cranberry”

- 2 oz. **Ultimat Vodka**
- 1/2 oz. **Patrón Citrónge Orange Liqueur**
- 2 oz. white cranberry juice
- Splash of champagne



Directions: Combine Ultimat Vodka, Patrón Citrónge and cranberry juice in a shaker filled with ice. Shake well and strain into a martini glass. Top with a splash of champagne and garnish with cranberries.

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