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Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

New Fall Flavors & Holiday Products

By Superintendent Bruce Stevenson



The Division of Liquor Control is anticipating another successful holiday season this year. Specialty gift items and products that are perfect for the fall season are a long-standing tradition for

the liquor industry. Each year at this time, the Division's Agency Operations Section partners with suppliers to make a variety of these gift-giving ideas available for Ohio consumers.

November and December are always important months for the Division. Sales from those two months will account for approximately 19% of sales for the entire year resulting in more than \$176 million.

Fall and the holidays always bring out new flavors. Flavors have fueled the growth in the vodkas that started the trend and now the flavored whiskeys are becoming very popular. The flavored whiskey category has increased 75% over the last year, while flavored vodkas are up 26%. One of the hottest fall flavors last year was Pinnacle Pumpkin Pie, selling more than 750 cases in limited distribu-

tion. This year that hot product is back along with a new entry, Burnett's Pumpkin Spice. Other new fall/holiday flavors include Red Stag Hard Cider, Pinnacle Caramel Apple, Pinnacle Peppermint Bark, Paddy's Devil Apple and many more.

Suppliers submitted products in July that were made especially for the holidays. After reviewing these products, the Division selected items that include a range of brands and prices that have the potential to appeal to Ohio consumers celebrating the holiday season.

For the 2013 holiday season, 44 holiday gift packs, totaling more than 23,800 cases of different types and brands of spirituous liquor, were selected for sale in Ohio's contract liquor agencies. These value-added gift packs include not only the particular brand of liquor, but also contain distinctive accessories and other collectables such as glasses, snifters, shakers, flasks, and decanters. Prices for all the holiday items range from approximately \$13.00 to \$64.00. The distribution of holiday gift products to our contract liquor agencies is determined based on past sales of these types of items and

See *Flavors* 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!

Holiday Products & Value-Added Gift Packs



Johnnie Walker Gift Pack 4 bottles per pack

- ◆ Johnnie Walker Black
- ◆ Johnnie Walker Gold Reserve
- ◆ Johnnie Walker Platinum
- ◆ Johnnie Walker Blue



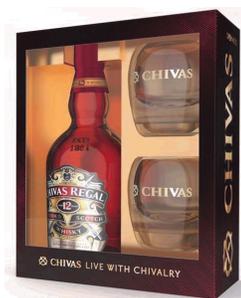
Jack Daniel's Gift

- ◆ Includes holiday glasses.

Jack Daniel's Tennessee Honey Gift



- ◆ Includes two shot glasses.



Chivas Regal 12 Year Gift

- ◆ Includes two rocks glasses.

Holiday Mail-In-Rebates



Grey Goose Gift Pack

- ◆ Includes shaker.



Brands: Captain Morgan (Lime Bite, Black Spice) Smirnoff 21 (& Flavors), Tanqueray, Johnny Walker Red, Baileys (& Flavors), Ketel One (& Flavors).

Mail-In-Rebate Offer:

- ◆ Buy 3, Save \$15
- ◆ Buy 6, Save \$35
- ◆ Buy 8, Save \$50

Featured Product



Cleveland Whiskey Christmas Bourbon

(Limited Production)

Imagine the taste and subtle aroma of Christmas spices like nutmeg and cinnamon along with orange peel, sweet cherry, black peppercorn and a touch of licorice and clove. Made in Cleveland, Ohio.





Agency Info

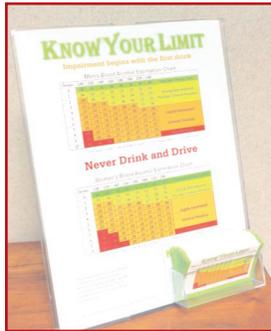


Helping Make Ohio's Roads Safe

The Division is pleased to introduce a new social responsibility program in partnership with its Contract Liquor Agents to help promote the safe and responsible consumption of alcohol.

Ohio law provides that a person with a blood alcohol level of .08 percent is legally intoxicated and should never operate a motor vehicle. It is also dangerous and potentially illegal to drive while being impaired. The only safe amount for driving is zero drinks!

This new program is called "Know Your Limit," which is the key to drinking alcohol responsibly and staying safe. Thanks to a grant from the National Alcohol Beverage Control Association (NABCA), the Division designed a blood alcohol estimation chart display, with easy to carry



business card-sized charts. The chart is a guide to help estimate the amount of alcohol that can be consumed before becoming impaired or intoxicated.

Each Contract Liquor Agency will receive a display and a stock of cards and should place this display near the checkout or other highly visible area of the store. Agents should encourage customers to take a card to keep in their wallet or purse. If additional cards are needed, Agents can contact their Division Auditor.

Please note that the acrylic display/card holder is the property of the Division and will be used for future social responsibility programs.

Thank you for your cooperation with this program and helping to keep Ohio's roads safe for everyone!

New Spirits Listings November 2013

Code	New Item
0823B	BEER BARREL BOURBON
0888B	BIRD DOG MAPLE WHISKEY
0959B	BLUE ICE "G"
1575B	CALUMET FARM BOURBON
1652E	JOHNNIE WALKER COLLECTION PACK
2387B	CROWN ROYAL BLACK GIFT (W/GLASSES)
2394B	CROWN ROYAL GIFT (W/GLASSES)
2396B	CROWN ROYAL RESERVE GIFT (W/COASTER)
2427B	CRUZAN ESTATE DIAMOND LIGHT
3068B	FOUR ROSES 2013 LIMITED EDITION SMALL BATCH
5129B	JIM BEAM SIGNATURE CRAFT 12
5233B	JOHNNIE WALKER GOLD LABEL RESERVE - LTD EDITION
6571B	MICHTER'S US1 SMALL BATCH BOURBON
8225E	PINNACLE TRAIL PACK
9713B	S AND G'S THE SPIRITS OF YELLOW SPRINGS APPLE PIE
9745B	ZING
9746B	ZING RED VELVET

Flavors continued from page 1.

special requests for particular products.

The Division seeks to offer a diverse selection of holiday products that meet and exceed the needs of all our customers, continuing its holiday tradition of providing Ohio's adult consuming public with a variety of seasonal products and a high level of customer service.

With all the celebrations that are part of the holiday season, it is critical that all businesses selling alcohol practice safe, legal and responsible sales. Educate and train your employees to prevent underage sales and sales to anyone who is intoxicated. Make a commitment to taking proactive measures to help make this a safe holiday season for everyone. Please visit our website at www.com.ohio.gov/liqr for a list of new and holiday products and social responsibility resources.

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

Liquor Sales Update:

Dollars

Gallons

YEAR TO DATE	WHOLESALE	RETAIL	TOTAL
1/1/13 thru 10/15/13	\$207,383,034	\$475,305,436	\$682,688,469
1/1/12 thru 10/15/12	\$202,641,865	\$442,677,480	\$645,319,345
2013 vs 2012	\$4,741,169	\$32,627,955	\$37,369,124
Percent change	+2.34%	+7.37%	+5.79%

WHOLESALE	RETAIL	TOTAL
2,613,022	6,791,784	9,404,807
2,623,609	6,509,239	9,132,848
-10,587	+282,546	+271,959
-0.40%	+4.34%	+2.98%

Drink Recipes

“Candy Cane Cosmopolitan”

- 1.5 oz. Smirnoff Raspberry Flavored Vodka;
- 2 oz. cranberry juice;
- .25 oz. simple syrup.

Directions: Combine ingredients in a shaker with ice. Shake well. Strain into a well-chilled martini glass rimmed with crushed cinnamon candy or candy cane.



“Minty Mistletoe”

- 1 ½ parts Pinnacle Peppermint Bark Vodka;
- ¼ part DeKuyper Creme de Cocoa Dark Liqueur;
- 1 ½ parts black coffee;
- ½ part heavy cream.

Directions: Stir ingredients in mug. Top with whipped cream or marshmallow and garnish with crumbled peppermint bark.



“Spiced Pumpkin”

- 2 parts Pinnacle Pumpkin Pie Vodka;
- 1 part Irish Cream Liqueur;
- Splash of half & half;
- Cinnamon sugar for rimming;
- Cherry for garnish.



“Autumn Harvest”

- 2 parts Jim Beam Maple;
- ¾ parts cherry liqueur;
- 1 dash old fashioned aromatic bitters;
- 2 parts milk stout beer;
- Fresh nutmeg.

Directions: Combine Jim Beam Maple, cherry liqueur and bitters in a mixing glass. Add ice and shake. Roll in the milk stout beer. Strain into an old fashioned glass with ice. Garnish with freshly grated nutmeg and cherry on top.



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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