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Ohio Spirits *Insider*

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

Holiday Gift Items Available By Superintendent Bruce Stevenson



The Division of Liquor Control is anticipating another successful holiday season this year with specialty gift items and products that are perfect for the fall season, 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 liquor sales, likely accounting for almost 20% of sales for the entire year. Fall and the holidays always bring out new options. This year, we are seeing growth in the unflavored vodkas like the Tito's and New Amsterdam brands, while bourbons and craft spirits continue to be hot-selling items.

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 2014 holiday season, 58 holiday gift packs, totaling 28,183 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 approxi-

See Gift Items 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**

Social Responsibility Tools and Training

Contract Liquor Agencies must always keep alcohol out of the hands of underage individuals! Always check for valid forms of identification before selling. Use the tools like I.D. scanners and the 2014 I.D. Checking Guides. Please keep this booklet handy

and encourage employees to consult it whenever they're not sure of the validity of a form of identification.



The Division's website offers educational and training information and other resources for Agents and their employees. Underage sales may subject you to the termination provisions

of your Agency Contract, citations against your retail liquor permits and criminal charges.

Contract Liquor Agencies should also get training for the sale of beer and wine. The Ohio Investigative Unit offers the Alcohol Server Knowledge (ASK) program, which is designed for liquor permit holders and their employees. Agents from the Ohio Investigative Unit provide instruction on laws pertaining to the sale and/or consumption of alcohol and tobacco. Agents also cover topics such as false identification, employment of minors, along with penalties for those found in violation. The program is free-of-charge and employees will be mailed a certificate of completion from the Ohio Investigative Unit upon completing the class. If interested, contact the Ohio Investigative Unit at (614) 644-2415.





Spirit Smarts

New Products, Hot Items, Rebates, Recipes & More!

Always promote safe sales & responsible consumption!

Crown Royal Regal Apple

Brand Code: 2383B

Hand-selected Crown Royal Deluxe Whiskies, infused with Regal Gala Apples and other natural flavors. With a mild and sweet flavor, gala apples deliver a perfectly blended whiskey to enjoy as a shot, on the rocks or in a cocktail!



NEW! Patrón XO Café Incendio

Brand Code: 7967B

Patrón XO Café Incendio combines the spicy, distinctive flavor of Mexican arbol chile with the rich, decadent essence of Criollo chocolate, brought together with the crisp, smooth taste of Patrón Silver tequila. Perfect as a shot or over ice, it's also versatile enough to be enjoyed in cocktails and desserts.



Cutty Sark Prohibition

Brand Code: 2477B



Released 90 years after the end of the era which it celebrates, Cutty Sark Prohibition Edition has been crafted as a salute to the notorious Captain William McCoy, who smuggled Cutty Sark blended Scotch Whisky into America during the Prohibition era of the 1920s. This is a “small batch” blend of the finest single malts and top-quality grain whiskies. Hand-selected American oak casks give subtle signature flavors of vanilla and citrus fruits, whilst the overall flavors and finish are extremely smooth and thrillingly complex. The black glass bottle has a cork seal – reflecting the traditions of the time.

Smirnoff Sours



Lip-smackingly good sour fruit flavor vodkas from Smirnoff. The consumers driving the “sour” trend in food and drink are multi-cultural; adventurous and energetic. The three flavors are:

- Sour Green Apple (8946B)
- Sour Fruit Punch (8945B)
- Sour Watermelon (8947B)

Made in Ohio!

Featured Product

Portside Distillery's Christmas Spirit Rum

Brand Code: 8313B

Cleveland's award winning Portside Distillery presents Christmas Spirit, a seasonal small batch specialty rum infused with fresh ginger, Ohio honey, nutmeg and cinnamon. Create festive drinks at a holiday gathering or give a bottle as the perfect gift. This is a small batch specialty rum infused with fresh ginger, Ohio honey, nutmeg and cinnamon.



All product descriptions provided by manufacturers.



Agency Info



Gift Items continued from page 1.

mately \$10 to \$90. The distribution of holiday gift products to contract liquor agencies is determined based on past sales of these types of items and special requests for particular products.

Agencies are provide a diverse selection of holiday products that meet and exceed the needs of customers, continuing its holiday tradition of providing Ohio's adult consuming public a variety of seasonal products and a high level of customer service.

With all of the celebrations that are a 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 sales to anyone who is intoxicated or underage. 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 products, holiday products and social responsibility resources.

More Holidays Gift Packs:



8380B – RED STAG W/4 50MLS



5476B – KNOB CREEK W/2 50MLS



7968B – PATRON ANEJO CLASSIC/GLASSES & BITTERS



9645B – WILD TURKEY 101 COCKTAIL KIT

New Spirits Listings NOVEMBER 2014

Code	New Items
0120B	AMRUT SINGLE MALT SCOTCH
0121B	AMRUT FUSION SINGLE MALT SCOTCH
0123B	ARBEG SUPERNOVA SCOTCH
0215B	CHIVAS REGAL SCOTCH TIN
0436B	BACARDI SUPERIOR & GOLD RUM 2
2008B	CHIVAS REGAL SCOTCH GIFT (W/ROCK GLASSES)
2016B	CHRISTIAN BROTHERS PEACH BRANDY
2056M	CIROC PINEAPPLE VODKA
2383B	CROWN ROYAL REGAL APPLE
2477B	CUTTY SARK PROHIBITION SCOTCH
2677B	De LEON PLATINUM TEQUILA
2678B	De LEON REPOSADO TEQUILA
2679B	DEWAR'S 15 RESERVE SCOTCH
2935B	ESPOLON TEQUILA ANEJO TEQUILA
2970B	ELIJAH CRAIG 23 YEAR OLD BOURBON
2971B	THE ENGLISH WHISKY CLASSIC SINGLE MALT SCOTCH WHISKY
2972B	THE ENGLISH WHISKY PEATED SINGLE MALT SCOTCH WHISKY
3595L	GIRO LIQUEUR W/TEQUILA GOLD

See more new items continued on page 4.

Drink Recipes



Apple Cider Margarita

- 4 oz Roca Patrón Silver
- 6 oz Apple cider
- 2 oz Patrón Citrónge
- The juice of one lime
- Pinch of brown sugar
- Apple slices for garnish

Directions: Combine first five ingredients in an ice-filled shaker and shake vigorously. Strain into two ice-filled tumblers and garnish with apple slices.

Pinnacle Sparkling Apple Berry

- 1 part Pinnacle CranApple Vodka
- 2 parts Champagne
- Splash Grenadine

Directions: Pour champagne into a champagne flute. Top with Pinnacle CranApple Vodka and grenadine.



Code	New Items
3596L	GIRO LIQUEUR W/TEQUILA SILVER
3661L	GLENMORANGIE SCOTCH PRIDE 1978
3667B	GLENMORANGIE TAGHTA SCOTCH
3916B	GREY GOOSE VX VODKA
4043B	HAYMAN'S SLOE GIN
4090B	HIGHLAND PARK DARK ORIGINS SCOTCH
4270B	HIGH WEST CAMPFIRE
4271B	HIGH WEST DOUBLE RYE
4272B	HIGH WEST SON OF BOURYE BOURBON
5085B	JAMESON IRISH WHISKEY TIN
8947B	SMIRNOFF SOURS WATERMELON
9647B	WILDCAT VODKA
9751B	ZYR RUSSIAN VODKA

Drink Responsibly.
Drive Responsibly.



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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