



Ohio

SPIRITS INSIDER **NEWS**



A Message from Jim Canepa, Superintendent

Finding innovative ways to enhance customer experience and industry growth is always in the forefront. In keeping with this mission, we are working on updating the minimum inventory levels (MINs) to ensure Agencies are receiving an adequate supply of products customers actually want and to streamline the Transfer Order (TO) process. The new MINs rollout began in early October, and will continue until all 465 Agencies have the updated information.

Agencies will be able to find the new MINs on their Agency Inventory Report. The new MINs have been calculated using each Agency's sales history, current sales trends and fluctuations in sales to project for upcoming months. That means we've already calculated upcoming holidays and reoccurring events into your MINs. The process included multiple test runs in some Agencies to ensure the formula worked as designed.

The new MINs and current inventory levels will be used to generate TOs. The automatic replenishment of products will reduce the need to edit TOs. But not to worry. We know things come up, so you will still be able to edit TOs to meet business needs, such as new wholesale accounts or non-reoccurring events like large weddings or reunions.

The new MINs calculation is adjusted for Agencies currently on a bi-weekly delivery schedule, and will automatically adjust for products sold less frequently to ensure those products are not overstocked and that desired products are not out-of-stock.

All of this was done keeping in mind you have a business to run. We know time is money, and this new process will help ease the burden on your employees, freeing them up to focus on other tasks necessary to run your operation smoothly. This new process will also be more accurate than in the past. We want to make sure you don't have too much or too little of a product, and this new calculation helps all of us make better informed decisions.

While we are rolling out the new MINs, I'd like to ask you to look at your inventory as you submit your TOs. Please compare that inventory to what we have identified as your MINs. You should expect a difference between your identified MINs and inventory in your next delivery to get you back up to stock. Remember, you don't have to adjust your TOs, as the new formula automatically does this for you.

Our hope is that this tool helps all 465 Agencies run their business more effectively. Agencies can review sales history at any time on OhioLMP.com under the Sales History page. This data will show what was sold in the past twelve months, and is yet another resource available as the new MINs are updated.

We want to keep Ohio at the forefront of the growing spirits industry. By assisting our Agencies in their businesses with resources like automatically calculated MINs, we will continue staying ahead of the trends and putting our best foot forward.

Please let us know if you have any questions about the new MINs by contacting the Liquor Enterprise Service Center at 877-812-0013 or liquoragencyhelp@com.state.oh.us.



Important Agency Reminders

Gerry O'Neil, Director of Agency Operations

LESC Reminder

In an effort to continue improving customer service to Agencies, the Division of Liquor Control (DOLC) would like to encourage Agencies to utilize the Liquor Enterprise Service Center (LESC). Through the deployment of Phase 2 of the Liquor Modernization Project, Agencies provided feedback as to how quality assurance experiences could be improved. This feedback has been taken and incorporated into post-deployment LESG planning. Use of this resource will change your experience in the following ways:

- A guarantee that Agencies' calls are answered
- Formal documentation of Agency concerns and needs
- An improved level of accountability for the Liquor Enterprise to follow-up in a timely manner
- Ensure Agency concerns are assigned to the correct individual
- Provide Agencies with a subject matter expert to resolve the concern

The LESG can be reached at 877-812-0013 or liquoragencyhelp@com.state.oh.us.

DOLC is committed to professionally serving Agencies.

50mls Display Options

Agencies have several options when it comes to displaying 50ml bottles. All Agencies will also receive posters to display in their Agency.

Options include:

- Poster on door (and checkout area) with product behind counter
- Counter display unit(s) visually showing each bottle available
- Standalone display units
- Removable tag at shelf that can be carried to counter
- Under counter/register display 'windows' (where available)

Contact the Liquor Enterprise Service Center at 877-812-0013 or liquoragencyhelp@com.state.oh.us with questions.



Transfer Order Changes

Thanks to the feedback being provided to the Liquor Enterprise Service Center (LESC) by Agencies, system maintenance was conducted to incorporate Transfer Order (TOs) changes into the system. As a result of this maintenance:

- The Portal will alert Agencies if they attempt to add a product that is already a line item on the (TO)
- The Portal will alert Agencies if they attempt to add a delisted product to the TO
- Agencies will no longer be able to delete or cancel existing TOs. Agencies will still be able to edit and/or update their TOs on the Portal. Removing the ability to delete or cancel existing TOs will prevent accidental deletion of planned replenishment orders and allow DOLC to keep accurate order records
- Agencies will no longer create off-day delivery TOs on the Portal. Instead, Agencies will submit requests for off-day deliveries by contacting the LESG by phone at 877-812-0013 or via email at liquoragencyhelp@com.state.oh.us



Buckeye Martini

3 oz gin
1/2 oz dry vermouth
1 black olive

Directions:

Shake gin and dry vermouth well with ice in a cocktail shaker. Strain into a chilled cocktail glass. Garnish with a black olive.

Gin – From the Medicine Cabinet to High Society

The first confirmed production date of gin was in the 17th century, when it was produced in Holland as a medicine to treat stomachaches, gout and gallstones. Gin is produced from redistilling agricultural ethanol with the presence of juniper berries.

During the Thirty Years' War, British troops were given "Dutch Courage" to warm them as they traveled in damp, cool weather. Soldiers would bring gin home to England, allowing it to gain popularity among the poor. Gin was sometimes given to workers as a part of their wages, and it quickly outsold beer and ale.

England's Gin Act of 1736 significantly raised the price of gin and the license to distill it, causing riots. The Prime Minister at the time opposed the act, saying the law couldn't be enforced. He was right; only two distillers obtained the more expensive license, yet gin production increased by nearly 50 percent in the six years the act was in place.

Once the act was repealed, a new policy was put in place which helped distillers. This included reasonable prices and excise duties and placed retailers under the supervision of magistrates. These changes led to more companies distilling gin, transforming it into the high quality liquor it is today.

Gin was known as "Mother's Milk" in the early 1800s, but later came to be known as "Mother's Ruin." Today, gin is the spirit most often used in a mixed drink recipe. Gin and tonic still remains one of the most popular cocktails.

Ohio Gin Facts

- Gin accounts for 3.3 percent of the overall spirit dollars and 4 percent of volume in Ohio
- Most gin is unflavored, but about 3 percent is fruit/herb flavored
- Gin is currently flat, but Ohio is seeing growth in the premium plus price tiers. Combined, they are growing at a rate of 4.3 percent. This follows the industry trend of customers buying more premium items

Top 10 Ohio Gin Brands

1. Tanqueray
2. Seagram Gin
3. Bombay Sapphire
4. Beefeater
5. New Amsterdam Gin
6. Burnett's Gin
7. Hendricks
8. Gordon's Gin
9. Gilbey's Gin
10. Seagram Lime

From the Distillers' Glass

New products, hot items, recipes and more

From brokers and suppliers.

Bombay Sapphire

Brand Code: 1327-B

Bombay Sapphire® Gin is a bold, perfectly balanced gin with high citrus notes and bright juniper flavor, sweet licorice and earthy mid tones. It is infused with the same eight botanicals as Bombay Dry, plus two more that grant its signature long spice finish of grains of paradise and cubeb berries. Bombay Sapphire is vapor infused with ten botanicals: juniper berries, lemon peel, coriander, oris root, almonds, cassia bark, licorice, angelica, cubeb berries and grains of paradise.

Tanqueray No. Ten

Brand Code: 9153-B

Tanqueray No. Ten is handcrafted in small batches using their unique quadruple distillation process, with the heart of the gin created in the affectionately named 'Tiny Ten' still. Using fresh, whole citrus fruits during the process, it greatly adds to the depth of character inherent in Tanqueray No. Ten Gin. Indisputably a step up in class, the gin is smoother than Tanqueray's classic offering. The gin has a full-bodied grapefruit and citrus hit to it and comes highly recommended by many bartenders as the perfect choice of gin to create Martinis. There's still plenty of juniper in the mix as well as a lovely floral note on the nose, but the smooth citrus finish and the relatively high strength (47.3 percent ABV) is what makes this gin one of the very best on the market.

The Botanist Gin

Brand Code: 1431-B

Created at the Bruichladdich distillery, this superb Islay gin was distilled in the 'ugly betty' still described as "an oversized upside-down dustbin made of copper" by Tom Morton.

A huge 31 botanicals go into The Botanist, including 22 native to Islay (the Juniper used is wild Islay Juniper). The full list of botanicals is as follows: angelica root, apple mint, birch leaves, bog myrtle leaves, cassia bark, chamomile, cinnamon bark, coriander seed, creeping thistle flowers, elder flowers, gorse flowers, heather flowers, hawthorn flowers, juniper berries, lady's bedstraw flowers, lemon balm, lemon peel, liquorice root, meadow sweet, orange peel, orris root, peppermint leaves, mugwort leaves, red clover flowers, tansy, thyme leaves, water mint leaves, white clover and wood sage leaves.

Monkey 47 Schwarzwald Dry Gin

Brand Code: 6604-M

Citrus aside, quite a few gins use berries, orchid flowers, like apples or other fruit, to add a regional flavor to the spirit. The bottling usually will read as subtly fruity, rather than distinctly fruit flavored. Germany's Monkey 47 (so named because it incorporates 47 botanicals), includes lingonberries, cranberries and blackberries, though you'd be hard-pressed to pick any of those out.

Recipes

Tom Collins

3/4 oz simple syrup
1 1/4 oz Tanqueray No. Ten Gin
3/4 oz fresh lemon juice
splash of soda
lemon wheel
cherry garnish

Directions:

Combine Tanqueray No. Ten Gin and fresh lemon juice with the simple syrup. Top with a splash of soda. Garnish with a lemon wheel and cherry flag.



Gin Buck

1 1/2 oz gin
Juice of half a lemon or lime
ginger ale
lemon or lime wedge garnish

Directions:

Fill a Collins glass with ice and add the gin and lemon or lime juice. Fill with ginger ale and stir briefly. Garnish with a lemon or lime wedge.



The Bramble

2 oz Monkey 47 Gin Schwarzwald Dry Gin
1 oz fresh squeezed lemon juice
1/2 oz sugar syrup (can use monin sugar syrup or make your own 50:50 sugar and water)
1/2 oz Chambord
Blackberry and lemon garnish

Directions:

Add the gin, lemon juice and simple syrup in a shaker with ice and shake. Fine-strain into an Old Fashioned glass over crushed ice. Lace over top with the Chambord. Garnish with a lemon half-wheel and a fresh blackberry.



Agency Optimization Project

The Spirits Innovation Project (SIP) team has been hard at work completing Agency resets for the Agency Optimization Project.

Six Contract Liquor Agencies were strategically chosen for the initiative to enhance customer experience and increase revenue potential.

Category management strategies are being tested in these six Agencies. A consistent look and feel has been created across the Agencies. Ultimately, the Division of Liquor Control wants to identify tools that can be used in all stores to meet these goals.

The strategies being tested include shelf resets that place products by category, flavor and size, uniform Low Price Talkers, features on Ohio made products, new products and more. The SIP team will also work with Agency staff on product knowledge to better educate customers.

The project will run from October through December. After that time, the SIP team will review Agency and customer feedback and sales data to determine future efforts.

