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Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE
OHIO DIVISION OF LIQUOR CONTROL

Liquor Modernization Project New System Goes Live February 1, 2015

By Superintendent Bruce Stevenson



The Ohio Division of Liquor Control (Division) launched a new project that will help improve the business to be more modern, innovative and customer-oriented. We call it the Liquor Modernization project.

The process has begun to upgrade our computer systems to replace existing merchandising, point-of-sale and supply chain management support systems. Liquor Modernization will substantially improve contract liquor agency services and Division operations. The new systems will also build/implement technology to provide near-time information to help us meet the needs of the modern consumer and result in increased efficiency, cost savings and greater profitability from the sale of spirituous liquor in Ohio.

All contract liquor agencies have addressed the connectivity requirements and we have received constructive feedback from many on the planned “go-live” timing for the new Liquor Modernization system. Based on that input and other considerations, we have decided to implement the new system on **February 1, 2015**. In the meantime, we will be providing additional training and outreach for the contract liquor agencies and other stake-

holders and need their continued commitment to the project.

Here are some the benefits of Liquor Modernization:

- Enhanced customer service by providing the popular, high quality products for our customers while promoting moderation. Liquor Modernization will allow us to react quickly to market trends and provide flexibility for on-line wholesale ordering by retail permit holders.
- Making smart business decisions including the ability to forecast and conduct master planning.
- Modern technology means increasing efficiency and better allocating resources to assist in economic development and job creation.

Beginning February 1, 2015, Liquor Modernization will pay off with a new computer system that will work more intuitively and allow the Division to be more efficient and provide better customer service. As the process unfolds, we will keep all stakeholders updated and engaged and truly appreciate their efforts and patience.



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!

Hatfield & McCoy Family Brand Whiskey

Brand Code: 4001B



For more than 150 years The Hatfield & McCoy Feud remains the most notorious in American folklore. Now, the direct descendants of Randall McCoy and "Devil" Anse Hatfield have come together to partner on an American Whiskey rooted in old family recipes, pride of name, and Appalachian tradition. The two clans have century-old recipes but until now, those recipes have never met.

The goal was simple: make a proprietary, top-quality whiskey inspired by family recipes, that every workingman can afford and be proud to drink.

Angel's Envy

Brand Code: 0078B

Angel's Envy derives its name from the traditional practice of giving, by way of evaporation, a percentage of the bourbon in aging oak barrels to the angels above. This is known as the Angel's Share. But it pales in comparison to what is left behind. Hence, Angel's Envy. As a final masterstroke, they remove the bourbon from the oak barrels and finish it in hand-selected port casks.



Captain Morgan White Rum Flavors

Brand Codes: 1774B Captain Morgan Coconut; 1775B Captain Morgan Pineapple

The perfect blend of Captain Morgan's 5x distilled Caribbean White Rum and delicious all natural flavors. Enjoy the Captain's delicious flavored rums with pineapple juice, orange juice, cola or your favorite mixer!

Jim Beam Distillers Masterpiece Limited Time Release! Brand Code: 5123B

Until now, only 1,000 bottles were produced, which were sold exclusively at the American Stillhouse in Clermont, KY. Distiller's Masterpiece is now available nationwide for a limited release. The Liquid: 10yr profile finished in PX sherry casks. Proof: 100. Pleasant fruit influence, from Sherry cask finish, combined with vanilla oak barrel notes.



Featured Product

American Born Moonshine

Brand Codes: American Born Apple Pie - 0132B, American Born Dixie - 0133B
American Born 103 proof Original - 0134B



The brand offers three flavors: Original, Apple Pie and Dixie. American Born Moonshine Original is a 103 proof, un-aged corn whiskey made from corn, sugar and water. The recipe is high in corn content yet still embraces the sugar to allow for a smooth finish and remarkable mixability. American Born Moonshine Apple Pie is made from a corn base with natural apple and cinnamon flavors and a hint of caramel. American Born Moonshine Dixie is the first-ever sweet tea-flavored moonshine. Dixie is made from a corn base combined with natural tea flavors. Both the Apple Pie and Dixie flavors are 83 proof.

All product descriptions provided by manufacturers.



Agency Info



New Spirits Listings JANUARY 2015

Code	New Items
0082B	ALBERTA RYE DARK BATCH RYE
9263B	3 HOWLS BLOOD ORANGE VODKA
9264B	3 HOWLS RYE WHISKEY
0132B	AMERICAN BORN MOONSHINE APPLE PIE
0133B	AMERICAN BORN MOONSHINE DIXIE
0134B	AMERICAN BORN MOONSHINE ORIGINAL
1654E	PINNACLE VODKA 200ML
1774B	CAPTAIN MORGAN COCONUT RUM
1775B	CAPTAIN MORGAN PINEAPPLE RUM
3939B	HAIG CLUB SCOTCH
4649L	WILD TURKEY 101 RYE
4982B	JACK DANIEL'S TENNESSEE FIRE BOURBON
4982L	JACK DANIEL'S TENNESSEE FIRE BOURBON
5076B	JAMES OLIVER BOURBON
5126B	JIM BEAM BONDED BOURBON
5488L	KRAKEN BLACK SPICED RUM
5998B	LOST PROPHET BOURBON
6053B	MAKER'S MARK CASK STRENGTH BOURBON
6060B	MAKER'S MARK - CLEVELAND CAVALIER BOTTLE - LIMITED BOURBON
6607B	MOLINARI CAFFE LIQUEUR
6745B	OBAN LITTLE BAY SCOTCH
8199B	PINNACLE VODKA GIFT (BLOODY MARY MIX)

Code	New Items
8734M	HORNITOS PLATA TEQUILA
8272B	PINNACLE CUCUMBER VODKA
8273B	PINNACLE MIMOSA VODKA
8746B	SAUZA CUCUMBER CHILI TEQUILA
8747B	HORNITOS SPICED HONEY TEQUILA
8984L	SKYY INFUSIONS PACIFIC BLUEBERRY VODKA
9715B	YELLOW SPOT IRISH WHISKEY



Advertising Regulations

Many Contract Liquor Agencies are now utilizing various social media platforms to provide customers with information about their stores. The Division would like to remind you to be careful when posting photos so that they do not show spirituous liquor items as this is considered a form of advertising. Please note that the Agency contract prohibits the advertising of specific brands of spirituous liquor in any manner, including the use of bottle or product display images on websites, Facebook, Twitter and any other electronic or print media.

Please see section 19 of the Agency contract for details. If you have any questions or concerns, please contact the Division's Agency Operations Section at (614) 644-2380.



Drink Recipes

Hot Tennessee Toddy

- 1 part Jack Daniel's Old No. 7
- spoonful of honey
- cinnamon stick
- good squeeze of fresh lemon juice
- boiling water

Directions: Pour Jack Daniel's Old No. 7 into a heavy mug. Add a spoonful of honey, cinnamon stick and lemon juice. Top with boiling water and stir.



Scorchin' Winter Warmer

- 1 oz. Crown Royal Regal Apple Flavored Whisky
- .5 oz. Stirrings Ginger Flavored Liqueur
- 3 dashes aromatic bitters
- 4 oz. apple cider
- 1 apple slice

Directions: Add ingredients to a glass mug. Top with warm apple. Garnish with an apple slice.



Hot Chocolate Creamsicle



- 1.5 oz. Smirnoff Orange Flavored Vodka
- 8 oz. hot chocolate.

Directions: Prepare your favorite hot chocolate in a mug according to the package instructions. Add vodka and stir.

New Amsterdam Gin Winter Toddy



- 2 parts New Amsterdam Gin
- 1 part maple syrup
- 1/2 part fresh lemon juice

Directions: Fill with hot water. Garnish with a pinch of cinnamon.

Drink Responsibly.
Drive Responsibly.



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**Department
of Commerce**

Division of Liquor Control

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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