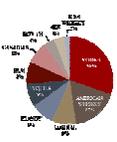




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● Issue 3 ● Volume 3 ● March 2015

# Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

## Computer Modernization Launched

By Superintendent Bruce Stevenson



The Ohio Division of Liquor Control (Division) launched a new project called Liquor Modernization to upgrade our 40-year-old computer system and replace it with a new, modern merchandising, point-of-sale and supply chain management support system. Much progress has been made in the past few months and we are excited about the many benefits

stakeholders will enjoy once the project is completed.

Despite a few temporary challenges, the rollout of the new Liquor Modernization System on February 1, 2015 has been successful. The Division and its partners have been working hard and will continue to take action to resolve any issues that arise to improve the performance of the new system. Daily status meetings are conducted with the contractor to discuss solutions to outstanding issues and new items that need attention. A communications plan is in place to ensure stakeholders are alerted to any problems and informed of fixes or training for resolving those issues. Throughout the process, we have encouraged and received constructive feedback from stakeholders to share solutions to common problems and ideas for improvements and more efficient operations.

Since the “go live” date of February 1st, a relatively small and manageable number of issues with the new system were identified and promptly resolved. The most

## Top Ten Brands for 2014 (by Gallons Sold)

Brand	Gallons Sold
1. Jack Daniels Tennessee Whiskey	364,060 gallons
2. Crown Royal Canadian Whisky	292,772 gallons
3. Captain Morgan Spiced Rum	278,535 gallons
4. Fireball Cinnamon Whiskey	277,171 gallons
5. Absolut Vodka	272,987 gallons
6. Bacardi Superior Light Rum	271,429 gallons
7. Smirnoff Vodka	262,461 gallons
8. Kamchatka Vodka	261,149 gallons
9. Jagermeister	235,016 gallons
10. Black Velvet Canadian Whisky	228,024 gallons

**Total Gallons Sold: 12.6 million**

See **Launched** 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!

### Teeling Irish Whiskey

Brand Code: 9194B

Teeling whiskeys stay true to the family tradition of quality over quantity and our belief that it's what is in the bottle that really counts. While being respectful to the past and our own provenance we are confident enough to forge a new future for Dublin and Irish whiskey through innovation and daring to do things differently. Each bottle carries the signature of Jack Teeling along with details of the casks used and when bottled reinforcing the hand crafted nature of Teeling Whiskey.



### Tullamore Dew Irish Whiskey

Brand Code: 9317B

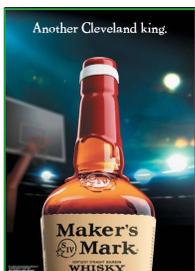
Aged in both American (ex-Bourbon) oak and European (ex-Sherry) oak. Blend is made up of 12 to 15 year old Irish whiskeys. Complex and well flavored combining robust pot still with distinctive malty and sherry notes. Smooth and full, woody undertones give way to sweet Oloroso nuttiness with just a hint of spice. A rich, long, pleasantly dry finish and a hint of lemon and sweetness.



### NEW! Maker's Mark Cask Strength

Brand Code: 6053B

Initially available in extremely small quantities, and only at the Maker's Mark distillery in Loretto, Maker's Mark Cask Strength is now available in Ohio. Ohio is



also the only market with a creative Basketball themed "Lebron James" tie in with "Another Cleveland King" creative. Cask Strength gives us a glimpse into the heart and soul of what makes Maker's Mark the whiskey that it is. A \$5 discount on 750 ml. size is available from Feb-April.

### NEW! Jim Beam Bonded

Brand Code: 5126B



Straight bourbon whiskey, produced and bottled based on guidance originally appearing in the Federal Bottling in Bond Act of 1897. To be labeled as Bottled-in-Bond or Bonded, the liquor must be the product of one distillation season (January to December) and one distiller at one distillery and must have been aged in a federally bonded warehouse under U.S. government supervision for at least four years and bottled at 100 proof. The bottled product's label must identify the distillery where it was distilled and, if different, where it was bottled.

## Featured Product

### Jameson Irish Whiskey

Brand Code: 281B

Irish whiskey shows the biggest growth rates within the whiskey category, growing at 20%. Jameson is the best-selling Irish whiskey in the world. It represents 76% of the Irish whiskey category volume, contributes to 77% of the category growth, and contributed more dollar sale growth to the U.S. whiskey industry than any other brand.



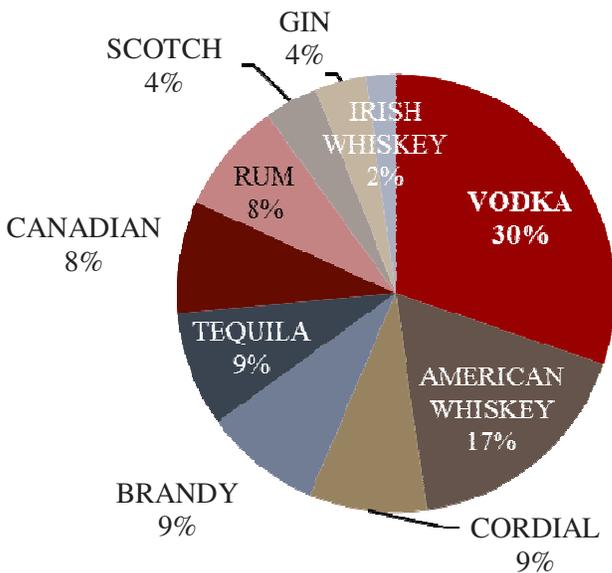
All product descriptions provided by manufacturers.



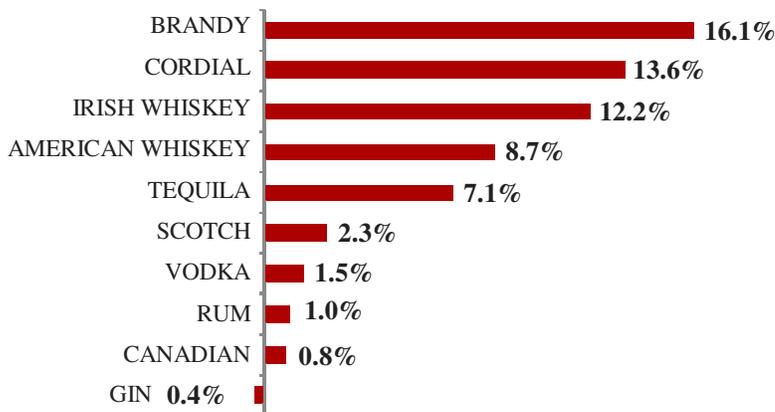
# Agency Info



## Category Dollar Share 2014



## Category Dollar Growth 2014



### Launched continued from page 1.

encouraging statistic involves the liquor sales data transmissions from the liquor agencies. The polling rate for sales data with the old system was about 70 percent. Within the first two weeks of operation, the new system polled 4,355 sales reports from a possible 4,370 reports, a success rate of roughly 99 percent. This is but one example demonstrating that the project is definitely moving operations in the right direction!

The cooperation and patience of all the stakeholders during this transition period has been invaluable and is greatly appreciated. As we move forward with more improvements, we will continue to provide training and outreach so they can take full advantage of the benefits of this new system.

## Mail-In Rebates

Customers can save on many of their favorite brands like Jim Beam, Belvedere Vodka, Grand Marnier and more by taking advantage of mail-in-rebate offers. Check with product brokers or call the Division at (614) 644-2380 for more information.



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

## Drink Recipes

### Jameson Irish Mule

- 1/4 cup of **Jameson Irish Whiskey**
- 1 Cup of Ginger Beer
- 3 Splashes of Aromatic Bitters
- Juice from one fresh lime

**Directions:** Mix whiskey, ginger beer & lime juice and pour over ice. Top with three splashes of aromatic bitters and garnish with a slice of lime and you've got yourself an Irish Mule!



### Bushmills Irish Honey Tea



- 45 ml. **Bushmills Irish Honey** (1.5 oz.)
- Dash of sugar syrup
- 90 ml. unsweetened tea (3 oz.)
- 1 lemon wedge

**Directions:** Just add Bushmills Irish Honey to the unsweetened tea, with a dash of sugar syrup then stir and serve over ice and garnish with a lemon wedge.

**Drink Responsibly.  
Drive Responsibly.**

## Ohio Top Growth Brands 2014 (by Dollar Sales)

Brand	Share of Growth
1. FIREBALL CINNAMON WHISKEY	14.3%
2. HENNESSY VS COGNAC	7.5%
3. TITOS HANDMADE VODKA	6.8%
4. NEW AMSTERDAM VODKA	3.2%
5. PATRON SILVER TEQUILA	2.4%
6. JAMESON IRISH WHISKEY	2.0%
7. CIROC PINEAPPLE VODKA	2.0%
8. DUSSE COGNAC	1.8%
9. JACK DANIELS BLACK LABEL WHISKEY	1.6%
10. WOODFORD RESERVE BOURBON	1.5%

### Discontinued Items



There are still many delisted items that are discounted by up to 33%. Check with product brokers or call the Division at (614) 644-2380 for more information. See the complete list on the Division's website at [www.com.state.oh.us/liqr](http://www.com.state.oh.us/liqr).



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**Department  
of Commerce**

**Division of Liquor Control**

[www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)

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