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# Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

## Prevention of Underage Sales

By Superintendent Bruce Stevenson



Spring is finally here and many young people will turn their attention to thoughts of momentous events in their lives. They will begin planning

for prom, graduation and other parties. Unfortunately, these precious moments can turn to tragedy when underage individuals combine their celebrations with alcoholic beverages. The Division of Liquor Control wants to remind all liquor permit holders and Contract Liquor Agents of their responsibilities for keeping alcohol out of the hands of underage individuals.

Permit holders and Contract Liquor Agents must be ever vigilant this time of year and thoroughly check the identification of all young people attempting to purchase alcoholic beverages. It is also important to pay close attention to the products you are selling. There are several products on the market that contain alcohol but look similar to other non-

alcoholic products. It is the permit holder's or Contract Liquor Agent's responsibility to make sure that any alcoholic beverages are sold only to persons who are at least 21 years of age.

Checking for valid forms of identification is critical in preventing illegal sales. We strongly encourage the purchase and use of automatic identification reader/scanner devices. We believe that the use of these devices is an important step in further reducing underage alcohol sales. Regardless of whether an automatic reader/scanner is used, it is critical that you and your employees compare the photo ID presented with the person seeking to make a purchase, and refuse a sale when the person and the photo do not appear to match.

Ohio law provides an affirmative defense that protects permit holders who use automatic identification reader/scanners and make a bona fide effort to ascertain the true age of the person buying the alcohol by checking an Ohio driver's license, an

See *Prevention* continued on page 3.

## Social Responsibility Materials

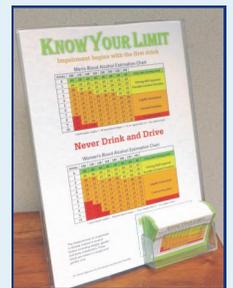
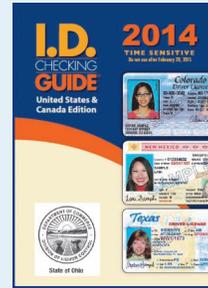
Last month, all Contract Liquor Agencies received a new tool to help prevent alcohol sales to

underage individuals. The 2014 I.D. Checking

Guides provides examples of valid drivers' licenses and other forms of identification from

all 50 states and several other jurisdictions. Please keep this booklet handy and encourage employees to consult it whenever they're not sure of the validity of a form of identification. Always check for valid forms of identification before selling. Also, help keep the roads safe by continuing to promote the Division's "Know Your Limit" program. Please contact

Agency Operations for more cards.



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!

### D'USSE Cognac

Brand Code: 2864B

A bold new expression of cognac. D'USSE Cognac is best enjoyed on the rocks or neat. Handcrafted at the Chateau de Cognac in France where some of the world's finest cognacs have been made for over 200 years. Emblazoned with the iconic Cross of Lorraine – a French symbol of honor, courage and perseverance. The vision of a passionate cellar master to create a bold new expression of cognac – a unique blend which is bold and complex, yet distinctively smooth.



### Jim Beam Single Barrel

Brand Code: 5130B



Jim Beam has many different bourbon variations, but there's always been one thing missing from the lineup...until now. After more than 200 years of making blended bourbon, the Jim Beam franchise will be extending its flagship Jim Beam Bourbon with a single barrel edition. The single barrel version will be aged longer (between 5 and 7 years) and bottled at a higher proof (95 Proof) than the regular Jim Beam White Bourbon.

### Jack Daniel's Rye

Brand Code: 5008B

Jack Daniel's Unaged Tennessee Rye is Jeff Arnett's exploration into the intriguing flavor drawn from premium rye. It's the first time since before Prohibition that the Jack Daniel Distillery has used a new grain recipe. Rye has always been part of the Jack Daniel's Old No. 7 grain bill but it has never been the lead grain until now. Jack Daniel's Unaged Tennessee Rye is offered only in a small batch and in limited supply so the majority of the new rye whiskey can mature in Jack Daniel's barrelhouses for future release.



### Barterhouse Kentucky Bourbon

Brand Code: 0555B



Highly limited, highly demanded, for those who dream of walking through rickhouses to pick the choicest barrels, the ones tucked away, left sleeping and ageing to perfection, then lovingly bottled, by hand, in Tullahoma Tennessee. Barterhouse is one of the first brand releases from the Orphan Barrel Whiskey Company – a beautiful whiskey aged twenty years and looking for a good home.

## Featured Product

### Full Throttle S'loonshine

Brand Codes: Apple 3094B, Blackberry 3095B, Peach 3096B, Platinum 3098B

Full Throttle S'loonshine is made from an original recipe of Michael Ballard. It's an early 1900's tradition and recipe distilled in authentic copper stills. Tennessee has sold over 10,000 cases since August 2012. The brand expanded into 25 states in 2013.



Michael grew up in the little town of Trimble, Tennessee and wanted to be in the liquor business. His first step was building the world's largest biker bar, the Full Throttle Saloon. He took a prairie field and built a 30-acre complex in Sturgis, South Dakota. Now the Full Throttle Saloon is a household name (as seen on TruTV). Michael has returned to Trimble to build his moonshine distillery in his home town.





# Agency Info



## New Spirits Listings APRIL 2014

Code	New Items
0078B	ANGEL'S ENVY BOURBON
0127B	ART IN THE AGE - SAGE CORDIAL
0555B	BARTERHOUSE BOURBON
0854B	BELVEDERE MANGO PASSION VODKA
1483B	BOYD & BLAIR VODKA
1505L	BULLDOG GIN
1747B	CAOL ILA STITCHELL RESERVE SCOTCH
2273B	CONVALMORE SCOTCH
2890L	EARLY TIMES MINT JULEP CORDIAL
2931B	EL ZARCO GOLD TEQUILA
2932B	EL ZARCO SILVER TEQUILA
3900D	GREEN MARK VODKA
4797E	HUDSON BABY BOURBON
4799E	HUDSON FOUR GRAIN BOURBON
4800E	HUDSON MANHATTAN RYE
4872B	ILEGAL MEZCAL ANEJO TEQUILA
4873B	ILEGAL MEZCAL JOVEN TEQUILA
4874B	ILEGAL MEZCAL REPOSADO TEQUILA
5103B	JESSE JAMES SPICED BOURBON
5363E	RED EAGLE DISTILLERY BOURBON
6023B	THE MACALLAN SCOTCH "M" DECANTER
6364E	RED EAGLE DISTILLERY RYE

See more new items continued on page 4.

### Prevention continued...

official state of Ohio identification card, or a military identification card issued by the U.S. Department of Defense. Remember, a young person's life and a permit holder's business can be damaged forever if you allow sales of alcoholic beverages to an underage person.

Permit holders and Contract Liquor Agents must also be observant to ensure that no alcohol is sold to anyone who is intoxicated. Selling alcohol to an intoxicated individual is a violation of Ohio law and can also have serious consequences for a permit holder's business.

In a continuing effort to help ensure compliance with Ohio's liquor laws and to help prevent the sale of alcoholic beverages to persons who are under 21 or intoxicated, the Division continues to operate a comprehensive server training program for the employees of the 467 Contract Liquor Agencies. The goal of this program is to effectively train the employees of new Contract Liquor Agency locations and to retrain employees of all existing locations on their responsibility to comply with Ohio law when selling alcohol and dealing with these two main concerns. Contract Liquor Agencies that violate the law face possible termination of their Agency contract.

Thank you in advance for continuing your efforts and helping to make this season a safe one for all. More information on this issue can be obtained by downloading the Division's booklet, "Safe Alcohol Sales Training" from our website at [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr).

## Drink Recipes

### “Cucumber Mint Collins”

- 1.5 oz. **Ketel One Vodka**
- 1 oz. fresh lemon sour
- 3 oz. club soda
- 3 slices cucumber
- 3 pieces mint sprig

**Directions:** Combine **Ketel One Vodka**, fresh lemon sour, cucumber slices and mint sprigs in a shaker with ice. Shake and strain into a chilled highball glass. Top with soda and garnish with cucumber and mint.



### “Upside Down Pineapple Martini”

In Honor of April’s National Pineapple Upside Down Cake Day April 20<sup>th</sup>.



- 1 oz. **New Amsterdam Pineapple Vodka**
- 1 oz. **Pinnacle Vanilla Vodka**
- ½ oz. butterscotch schnapps
- 2 oz. Pineapple Juice
- 1 splash of Grenadine
- Maraschino cherry & pineapple wedge garnish

**Directions:** Dash the grenadine into a martini glass. Pour the first four ingredients into a shaker of ice. Shake then strain into the glass. Garnish with fruit.



Code	New Items
6365E	RED EAGLE DISTILLERY VODKA
6391B	MCCORMICK VODKA 80
6606B	MONKEY SHOULDER BLENDED BOURBON
6746B	OBAN 21 SCOTCH
6786B	OLD BLOWHARD BOURBON
7696B	OYO DOUBLE CASK OLOROSE WHEAT WHISKEY
7712B	PADDY BEE STING IRISH WHISKEY
8970B	SIETE LEGUAS REPOSADO TEQUILA
8988B	STILLWRIGHT'S APPLE PIE MOONSHINE
8989B	STILLWRIGHT'S CINNAMON MOONSHINE
8990B	STILLWRIGHT'S KEY LIME PIE MOONSHINE
8991B	STILLWRIGHT'S MARGARITA MOONSHINE
8992B	STILLWRIGHT'S PEACH COBBLER MOONSHINE
8993B	STILLWRIGHT'S STRAIGHT BOURBON
8994B	STILLWRIGHT'S TRADITIONAL BOURBON
9072B	SMOOTH AMBLER GREENBRIER GIN
9255B	THREE OLIVES ELVIS PRESLEY COCONUT VODKA
9316L	TUHILLTOWN HALF MOON GIN
9467B	VOLI LYTE VODKA
9608M	WIDMER WINTER RYE
9676L	WOODFORD RESERVE DERBY BOURBON



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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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