



▶ DISCOUNTS, REBATES & HOT ITEMS.....2



▶ BEST PRACTICES FOR CREDIT CARD SURCHARGES.....3



▶ FESTIVE RECIPES & DELISTED ITEMS4

Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Mail-In-Rebates, Sales, and Delisted Items

Customers can save this holiday season on many of their favorite brands including Smirnoff flavors, Seagram's products, Wild Turkey products, Jim Beam products, Captain Morgan Rum, Crown Royal flavors, Black Velvet and many more. There are mail-in-rebates, items on sale and 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 lists on pages two and four and the Division's website at www.com.state.oh.us/liqr.



Safe Holiday Sales

By Superintendent Bruce Stevenson



The 2014 holiday season is here and it's time for holiday parties, family gatherings, and other celebrations. Retail permit holders can help make the holiday season fun and safe for everyone by preventing underage drinking and sales to intoxicated individuals. Whether your business is a bar, restaurant, convenience store, wine shop, grocery store or other, social responsibility is important, especially during this festive time of year. The Division is here to help you promote and practice safe and responsible sales.

Your business is on the front lines, so your employees must be extra vigilant this time of year. Holiday celebrations can turn tragic when underage persons get access to alcohol. Prevention is in everyone's best interest as your business can be damaged forever if you sell to anyone under 21. It's your responsibility to make sure that all customers buying alcohol are of legal age, so don't take any chances. Protect your business and community by thoroughly checking the ID of anyone attempting to buy alcohol that you suspect may be under 21.

Many businesses are now using electronic ID scanners to help verify age. Those are great devices, but employees should be careful not to rely solely on the scanner. Before scanning an ID, compare the photo to the person making the purchase to be sure it's their ID. It's also important to be observant of others in the store that may be with the customer. Remember, underage persons cannot be furnished or share in the cost of any alcohol. The human factor is still the most important tool in preventing underage drinking.

See *Safe* 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!

Spirits manufacturers and brokers are offering rebates and discounted prices on many items. Below is a partial list that also includes a few very popular, hot selling items. Please see your monthly prices bulletin for brand codes and prices. If you need additional information, please contact the product broker or call Agency Operations at (614) 644-2380.

Brand Name	Broker	Sale/Rebate	
CAPTAIN MORGAN RUM	NAS	ON SALE	REBATE
SMIRNOFF VODKA	NAS	ON SALE	REBATE
CROWN ROYAL CANADIAN WHISKY	NAS	ON SALE	REBATE
GRAND MARNIER CORDIAL	NAS	ON SALE	REBATE
HENNESSY BRANDY	NAS	ON SALE	
BELVEDERE VODKA	NAS	ON SALE	
TANGUERAY STERLING GIN	NAS	ON SALE	
GLENMORANGIE SCOTCH	NAS	ON SALE	
JOHNNIE WALKER RED SCOTCH	NAS		REBATE
KETTEL ONE VODKA	NAS		REBATE
CIROC VODKA	NAS		REBATE
BACARDI RUM	RNDC	ON SALE	
SVEDKA VODKA	RNDC	ON SALE	REBATE
GENTLEMAN JACK WHISKEY	RNDC	ON SALE	
JACK DANIELS WHISKEY	RNDC	ON SALE	
MACALLAN 12 SCOTCH	RNDC	ON SALE	
GREY GOOSE VODKA	RNDC	ON SALE	
1800 TEQUILA	RNDC		REBATE
JOSE CUERVO TEQUILA	RNDC		REBATE
CANADIAN CLUB WHISKY	SWS		REBATE
NEW AMSTERDAM VODKA	SWS	ON SALE	
MAKERS MARK WHISKEY	SWS	ON SALE	
JAGERMEISTER	SWS	ON SALE	
PINNACLE VODKA	SWS		REBATE
ABSOLUT VODKA	SWS	ON SALE	
JAMESON IRISH WHISKEY	SWS	ON SALE	
KAHLUA	SWS	ON SALE	
JIM BEAM WHISKEY	SWS		REBATE
SKYY VODKA	SWS	ON SALE	



Agency Info



Credit Card Surcharges

Contract Agencies that accept credit cards for spirituous liquor purchases cannot charge customers a flat fee for those transactions or cannot recoup more than their credit card surcharge. This practice is a violation of the Agency contract and may result in the suspension or cancellation of the contract. Agencies that pass along a surcharge must do so in accordance with their credit card agreement.



Here are best practices to follow:

- * Post a notice at the checkout;
- * Post a sign on the storefront;
- * Disclose the fee on receipts;
- * Do not exceed 4% of the sale in charging the consumer;
- * Do not charge a surcharge for debit or prepaid card transactions.

Please call Agency Operations at (614) 644-2380 with any questions

Safe continued from page 1.

Scanners eliminate some of the guesswork, but they can also help protect your business if you make a mistake. The law provides an affirmative defense if a scanner is used. There's also a defense if you are presented an ID that turns out to be fake, as long as you've made a bona fide effort to ascertain the customer's true age by checking for a valid Ohio driver's license, an official state of Ohio identification card, or a military identification card. Other forms of ID can be accepted, but are not included in the defense.

Education and awareness are the keys to running any successful business and also to preventing underage sales. Please visit our website at www.com.state.gov/liqr for our educational training booklet, "Safe Alcohol Sales." There are also some great resources that you can link to including: "We Don't Serve Teens" and "Alcohol Server Knowledge" (ASK) training program. Also follow our Twitter feed at

New Spirits Listings DECEMBER 2014

Code	New Items
0130B	APPALACHIAN SPIRIT FIRE BLEND
0131B	APPALACHIAN STRAIGHT MOON BLEND
0925B	THE BITTER TRUTH ELDERFLOWER
0926E	THE BITTER TRUTH LEMON BITTERS
0927E	THE BITTER TRUTH OLD TIME AROMATIC
0929B	THE BITTER TRUTH E.X.R. LIQUEUR
1624E	CUERVO ESPECIAL GOLD TEQUILA
1682E	TITO'S HANDMADE VODKA
2277B	COPPER & KINGS ABSINTHE
2979B	FIFTH ELEMENT APPLE BRANDY
2980B	FIFTH ELEMENT GRAPPA BRANDY
4001B	HATFIELD & MCCOY BOURBON
6054B	MAESTRO DOBEL SILVER TEQUILA
6592M	MIDNIGHT RUN CORN WHISKEY
6723E	NOCINO LIQUEUR CORDIAL
6753M	OAK N HARBOR VODKA
7971M	PAUL MASSON PEACH GRAN AMBER
8847M	SIX DAYS SEVEN NIGHTS BOURBON
8939B	1775 COLONIAL RESERVE RUM
9249B	TORRES 10 GRAND RESERVE IMPERIAL
9259B	TORRES ORANGE LIQUEUR CORDIAL

Drink Recipes

Grand Raspberry Peach Holiday Punch

- 2 oz. Grand Marnier Raspberry Peach
- ½ oz. cinnamon syrup
- 2 oz. spring water
- 1 oz. lemon juice
- 1 oz. overproof rum
- ¼ oz. apricot brandy
- Champagne



Directions: Combine all ingredients, except the champagne, in a shaker and shake. Pour into a cocktail glass and top with Champagne. Garnish with a lemon twist.

The Perfect Hot Chocolate

Add to taste any of the following:



- Black Velvet Toasted Caramel Whisky
- Black Velvet Cinnamon Rush Whisky
- Cleveland Christmas Bourbon
- Kahlua Midnight
- Fireball Cinnamon Whisky
- Three Olives Whipped Cream Vodka
- Three Olives S'mores Vodka
- Stoli Salted Karamel Vodka

Drink Responsibly.
Drive Responsibly.

Code	DELISTED/DISCOUNTED ITEMS
8377B	RED STAG HONEY TEA WHISKEY
8378B	RED STAG SPICED WHISKEY
9055B	SOUTHERN COMFORT BLACK CHERRY WHISKEY
8891B	SEAGRAMS 7 CHERRY WHISKEY
9633B	WILD TURKEY RUSSEL RSV WHISKEY
8914B	SEAGRAM TWISTED ORANGE GIN
6073B	MALIBU ISLAND SPICED RUM
0392B	BACARDI GRAPE RUM
0095B	APPLETON WHITE RUM
9075B	SMIRNOFF FLUFFED VODKA
8233B	PINNACLE COOKIE DOUGH VODKA
9010L	SKYY INFUSIONS PASSION VODKA
9005L	SKYY INFUSIONS COCO VODKA
8231B	PINNACLE KEY LIME WHIPPED VODKA
9233B	3 OLIVES PURPLE VODKA
9204B	3 OLIVES ROOT BEER VODKA
9074B	SMIRNOFF COCONUT VODKA
8237B	PINNACLE COTTON CANDY VODKA
5968B	LIL BLACK DRESS VODKA
9007L	SKYY INFUSIONS DRAGON FRUIT VODKA
8234B	PINNACLE COCONUT VODKA
9244B	360 LEMON VODKA
9241B	360 DONUT VODKA
2521B	DEATHS DOOR VODKA
9242B	360 CHERRY VODKA
8879B	SEAGRAMS COOKIES & CREAM VODKA
7839L	PARAMOUNT WHIPPED VODKA



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Department
of Commerce

Division of Liquor Control

www.com.ohio.gov/liqr

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