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Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Safe and Responsible Alcohol Sales

Please help make the holidays safe for all. Contract Liquor Agencies must always be vigilant and help keep alcohol out of the hands of underage individuals, especially during the holiday season. Always check for valid forms of identification before selling. Protect your business and the community by taking measures to prevent underage sales. The Division's website offers educational and training information and other resources for Agents and their employees. Underage sales may subject you to the termination provisions of your Agency Contract, citations against your retail liquor permits and criminal charges. If you haven't trained your employees lately or have new employees, contact the Division to arrange a training session.



Best Trade Practices By Bruce Stevenson



With the season upon us, I would like to wish all of you happy holidays and thank you for your help with what promises to be a very successful year. We expect to set a record for liquor sales, topping one billion dollars at the same time we are building a new liquor computer system to replace a 40-year-old legacy system. Our liquor agency partners who sell spirits at retail and wholesale to the many on-premises licensees have done a tremendous job serving their customers and worked diligently to make this achievement possible under less than ideal circumstances. In 2016, we will continue to add muscle to our new system, testing the improvements and rolling out the new benefits throughout the year as they are completed.

I also wanted to provide some information as a reminder to all alcohol beverage industry

members about some seasonal issues and best practices. We want to help ensure that businesses understand and comply with Ohio's rules and regulations in order to have a successful and prosperous holiday season.

Credit Card Surcharges: Contract Liquor Agencies that accept credit cards for spirituous liquor purchases cannot charge customers a flat fee for those transactions and 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.

Trade Practices continued on page 3.



**John R. Kasich, Governor
State of Ohio**

**Jacqueline T. Williams, 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!



Three Olives Peach Vodka

Brand Code: 9271B

100 percent natural flavor of juicy ripe peach with a crisp aromatic finish.

Grey Goose Multi-Pack

Brand Code: 3920E



Tattoo Tequila Blanco

Artisan Crated Small Batch Organic Tequila

Brand Code: 9278B

Color — Crystal clear with silvery highlights.

Aroma — Fresh floral complemented by notes of citrus.

Taste — Unadulterated agave flavors with slightly spicy palette.

Finish — Wonderfully balanced finish that leaves you refreshed.



Glenfiddich Trio Pack

Brand Code: 3605H

This unique pack contains a flight of the three core expressions offered by Glenfiddich, encouraging consumers to sample each whisky in a 200 ml. size and discover the wide diversity of flavor offered across the range.

- 12 Year Old– Our Signature Malt
- 15 Year Old– Selera Reserve
- 18 Year Old– Small Batch Reserve



Featured Product



Medea Vodka

Brand Code: 6428B

The award-winning story of Medea Vodka begins in 1777, in Schiedam, Holland, in one of the oldest distilleries in the world. Medea Vodka is an ultra-premium grain spirit made from pure artesian water and distilled in single batches. Medea Vodka is deliciously smooth, sipped by itself or complemented by your favorite mix. After tasting this deliciously smooth vodka, you will understand why Medea is the recipient of multiple awards.

Medea's patented LED technology allows the user to program the bottle with a personalized message. The first response the Medea bottle evokes is "Wow!" As the world's first personally programmable bottle, it is the perfect gift for any occasion. Give a gift of Medea Vodka and watch someone's face light up!

All product descriptions provided by manufacturers.



Agency Info



Trade Practices continued from page 1.

Purchasing from an Authorized Source:

Retail permit holders are prohibited from purchasing alcoholic beverages for resale from an unauthorized source, such as another retail permit holder, a non-licensed individual, or even one of Ohio's neighboring states. Regardless of the type of alcohol beverage involved (beer, wine, low-proof, or spirituous liquor), make sure you purchase products through the normal wholesale distributor.

No Gifts to Permit Holders/Employees:

Manufacturers and wholesale distributors cannot provide cash, gift cards or any other item of value to a retail permit holder or their employees with the exception of normal utilitarian items listed in Ohio Administrative Code, Rule 43. Please also note that permit holders may not provide gifts of any kind or value to any state employee, including employees of the Division of Liquor Control.

Consignment Sales:

Ohio law prohibits consignment sales for holiday or seasonal packages and also specifically prohibits the return or exchange of product due to a reset. Under Ohio Administrative Code Rule 43, the return or repurchase of products by a manufacturer or wholesale distributor is allowed under certain parameters. Manufacturers and wholesalers may repurchase product when a retailer loses their permit privileges, replace damaged or discontinued product (if it is about to become unpalatable) or within seven days of being delivered in error.

More resources and links to the Ohio Revised Code and Ohio Administrative Code are available on the Division's website at www.com.ohio.gov/liqr.

New Spirits Listings DECEMBER 2015

Code	New Items	Type
0139B	ANGEL'S ENVY CASK STRENGTH BOURBON	BOURBON
2056L	CIROC PINEAPPLE	VODKA
2095B	CLUB CARIBE COCONUT RUM	RUM
2096B	CLUB CARIBE SILVER RUM AGED ONE YEAR	RUM
2218B	COLDCHICK AMERICAN HERBAL WHISKEY	BOURBON
2227B	COLVILLE BOURBON	BOURBON
2648B	DEL MAGUEY CHICHICAPA MEZCAL	TEQUILA
2653B	DEL MAGUEY MINERO	TEQUILA
2654B	DEL MAGUEY PECHUGA	TEQUILA
2655B	DEL MAGUEY SAN LUIS DEL RIO	TEQUILA
2656B	DEL MAGUEY TOBAIA	TEQUILA
3603B	GLEN MORAY 12	SCOTCH
3934B	GRIND RUM ESPRESSO LIQUEUR	RUM
4273B	HIGH WEST 36TH VOTE BARREL AGED MANHATTAN	BOURBON
5407B	KINSEY BOURBON	BOURBON
6428B	MEDEA VODKA	VODKA
7704B	OYO STRAIGHT PUMPERNICKEL RYE WHISKEY	RYE
8281B	PLATTE VALLEY FIRESHINE CORN WHISKEY	BOURBON
8287B	PLANTATION GRANDE RESERVE 5 YR	RUM
8962B	TAAKA PINK LEMONADE VODKA	VODKA
8969B	STILLWRIGHTS BOURBON BARREL AGED RUM	RUM
9278B	TATTOO BLANCO TEQUILA	TEQUILA
9446B	VAN GOGH DUTCH CAMEL	VODKA
9531D	WELL TEQUILA	TEQUILA
9696B	WOODFORD RESERVE MC 1838 WHITE	BOURBON

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

Drink Recipes

Creamy Almond Coffee



- 1 oz. Disaronno Amaretto
- 1oz. coffee liqueur
- 2oz. cream

Directions: Mix in shaker and pour over ice. Garnish with a candy cane.

Pinnacle Chocolate Pumpkin Graham-Tini



- 2 parts Pinnacle Pumpkin Pie Vodka
- 1 part DeKuyper Creme de Cacao Dark Liqueur
- 1 part chocolate milk

Directions: Shake with ice, strain into a crushed graham cracker rimmed martini glass, and top with whipped cream.

Grown Up Egnog

- 1oz. Disaronno Amaretto
- 1oz. Stolli Vodka
- 2oz. Egnog
- 1 maraschino cherry
- 1 tsp. cinnamon
- 1 tbsp. brown sugar
- 1 tbsp. caramel syrup
- 1 candy cane
- 1 cinnamon stick



Directions: Coat the inside of a small plate with caramel syrup, sprinkle with brown sugar and cinnamon. Dip the rim of a martini glass in the mixture and spin back and forth all around until the whole rim is coated. Place the glass in the freezer. In a shaker with ice, add the eggnog, vodka and Disaronno. Shake for a minute. Remove glass from freezer. Place one maraschino cherry in the bottom of the glass. Pour mix from shaker into glass and sprinkle with cinnamon. Garnish with a candy cane and a cinnamon stick.

Cran-Bourbon Cocktail

- 2 tablespoons cranberry sauce
- 2 tablespoons Michter's Bourbon
- 1 tablespoon triple sec
- 1 tablespoon lemon juice



Directions: Place cranberry sauce, Michter's Bourbon, triple sec, and lemon juice in a shaker with ice; shake 15 seconds. Strain into a glass.

Drink Responsibly.
Drive Responsibly.



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Department
of Commerce

Division of Liquor Control

www.com.ohio.gov/liqr

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