



▶ ACHIEVING YOUR FINANCIAL GOALS.....3

○ Issue 1 ○ Volume 1 ○ February 2013



▶ NEW ITEMS, HOT BRANDS & MORE2



▶ FEATURING ABSOLUT HIBISKUS: .2

Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

New Spirit of Cooperation

2013 will be an exciting year at the Division of Liquor Control. Many new projects are getting underway to streamline operations and improve customer service. Developing stronger relationships with its industry partners, the Contract Liquor Agencies, is vital to the Division's mission. Better communication between the Division and its Agencies is a key component to the success of that mission, and is also important for the success of your business. This newsletter will help keep you informed and up-to-date on the latest happenings at the Division and in the liquor industry. Each month

you'll receive a copy of the newsletter in the packet from the Division containing the monthly shelf price tags. The newsletter will include information about new products, rebates and special offers, drink recipes for customers, featured products, operational improvements, regulatory issues and much more. Your feedback and input is important to us! Let us know what you think about the newsletter. What kinds of information do you need/want?

Please e-mail any comments and suggestions to:

matt.mullins@com.state.oh.us

February New Listings

Brand Code	New Item
0052D	ABSOLUT BERRY ACAI
0422D	BACARDI OAKHEART
0495B	BALVENIE 12 SINGLE BARREL
1324B	BOMBAY SAPPHIRE EAST GIFT
2993B	FABRIZIA BLOOD ORANGE
3645D	GLENMORANGIE 10
3652B	GLENMORANGIE EALANTA
5080B	JAMESON IRISH GIFT
8413B	REYKA VODKA
9386B	U V CANDY BAR

New Special Order

2880D	EAGLE RARE SINGLE BARREL
5548B	LARRESINGLE ARMAGNAC XO
8298B	PORTSIDE WHITE RUM

Spirituos Liquor Dollar Sales for January (1st half)

CALENDAR YEAR TO DATE	WHOLESALE	RETAIL	TOTAL
1/1/13 thru 1/15/13	\$8,974,737	\$18,986,138	\$27,960,875
1/1/12 thru 1/15/12	\$8,233,490	\$17,939,369	\$26,172,859
Year 2013 vs Year 2012	\$741,247	\$1,046,769	\$1,788,016
Percent Change	+9.00%	+5.84%	+6.83%



John R. Kasich, Governor
State of Ohio

David Goodman, 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.

This section is dedicated to showcasing a few featured items each month to help you inform and educate customers to aid in their product selections. All newly listed items for each month are available on the website at: www.com.ohio.gov/liqr. For more information on these items, please contact the Division.



Looks like Red Fruit

Junior Johnson's Midnight Moon

Available in Original Midnight Moon, Apple, Cherry, Strawberry, and Blueberry. State's sales are up 223% vs. 2012. **Display racks available.**

Big House Bourbon

Big House Bourbon (90 proof) is hand-crafted in small batches, the bold bourbon is mellowed for six years in new charred American oak and finishes smooth due to time served. **\$5.00 off rebate, valid through April 2013.**



"HIBISKUS DAISY"

- ◆ ½ parts *ABSOLUT HIBISKUS*
- ◆ ¾ part fresh lemon juice
- ◆ ¾ part simple syrup
- ◆ ½ part grenadine



Skyy Vodka

Save Up to \$12 rebate (base & flavors) through March 2013.

- * Save \$3 on one 750ml or Liter
- * Save \$7 on two 750ml or Liter
- * Save \$5 on one 1.75L
- * Save \$12 on two 1.75L

Featured Product of the Month

ABSOLUT HIBISKUS

What is HIBISKUS?

The delectable combination of Hibiscus, an edible tropical flower, and Pomegranate fruit favored for its natural sweetness and crisp taste.

Why HIBISKUS?

- Our neighbors to the south in the Caribbean and Latin America have been enjoying hibiscus flavored drinks for years.
- The distinctive combination of Hibiscus and Pomegranate evokes consumer interest by standing out in the crowded confectionery flavored vodka category.
- The Hibiscus flavor is predicted to be the biggest flavor trend the year.





Agency Info



What is SIP?



SIP stands for “**Spirits Innovation Project.**”

It’s a partnership between the Ohio Division of Liquor Control, spirits brokers/suppliers, and Ohio’s Contract Liquor Agencies. The pro-

ject aims to enhance the overall shopping experience and modernize the look and feel of the Agencies. It is designed to improve your business and ours.

SIP will use fact-based insights and shopper understanding to accomplish the following:

- Responsibly increase profits (without encouraging increased consumption);
- Optimize item selection and Agency shelf layouts;
- Increase shopper satisfaction (Make customers want to return/tell others);
- Improve overall shopper communication.

SIP is kicking off this month. As the project moves forward, more information about SIP will be coming soon in future newsletters, and on a regular basis to Agencies directly.

Spirits Tasting Events

By Superintendent Bruce Stevenson

Changes in Ohio liquor law last year opened up new opportunities to put the sense of taste to the test.

Offering tasting samples is a great way of introducing customers to new brands, products, flavors, or just something different than their usual purchase. Tasting events also help enhance the shopping experience for your customers.

Whether its beer, wine or spirits, Ohio consumers are not necessarily drinking more, but want to try

new and unique items. The opportunity to taste products helps inform and educate customers, and provides a vehicle for business growth in Ohio.

Spirits tasting events all over the state have been very successful. In less than a year, almost 1,200 events have been conducted and more than 9,000 Ohio consumers participated.

Agencies can host five events, conducted by a manufacturer, supplier, or brokers each month, offering the sale of limited tasting samples of spirituous liquor products. Tasting events must be approved by the Division of Liquor Control, and can last up to two hours. A sample size is .25 ounces, and not more than four samples (totaling one ounce) per person. They are limited to the spirituous liquor sales area of the store, conducted by marketing professionals representing the spirits supplier or manufacture who have received alcohol server training to ensure compliance with Ohio liquor laws. Please contact the Division for more information.



Social Responsibility Reminder...

Practicing safe & responsible sales is good business! Be proactive, take steps to prevent alcohol sales to anyone under 21. Contact the Division for agency employee training at (614) 644-2455 or web.liqr@com.state.oh.us



2012 Liquor Sales Reach All-Time High

Increased Wholesale Good Sign For Ohio Businesses

The Division of Liquor Control once again achieved a record year for dollar sales of spirituous liquor in 2012. Total sales were \$849 million, an increase of 7% over 2011. This exceeded last year's total by \$55.3 million.

This achievement is due in part to the continuing trend of customers trading up and buying more of the premium products as tastes are becoming more sophisticated. Better product selection and improved inventory management are key to meeting the needs

of our consumers, without encouraging increased consumption.

Strong wholesale sales indicates positive growths in Ohio's economy as Ohioans are again patronizing restaurants and entertain-

ment businesses. For the second consecutive year, wholesale dollar sales (liquor purchased by retail permit holders such as restaurants, bars and clubs) showed strong

growth. Total wholesale sales in 2012 reached \$257.8 million, an increase of 5.7% over last year.

Dollar sales grew at a higher rate than consumption in 2012. The Division sold a total of 11.9 million gal-

lons of spirituous liquor through its 464 Contract Liquor Agencies, an increase of 4.2% over the previous year.

Strong wholesale sales indicates positive growth in Ohio's economy.

Ohio's Top 10 Selling Brands for 2012

1. **Kamchatka Vodka**
– 364,914 gallons
2. **Jack Daniels Tennessee Whiskey**
– 355,068 gallons
3. **Bacardi Superior Light Rum**
– 287,378 gallons
4. **Absolut Vodka**
– 281,898 gallons
5. **Crown Royal Canadian Whisky**
– 281,295 gallons
6. **Captain Morgan Spiced Rum**
– 279,512 gallons
7. **Smirnoff Vodka**
– 271,204 gallons
8. **Jagermeister**
– 256,526 gallons
9. **Black Velvet Canadian Whisky**
– 231,888 gallons
10. **Korski Vodka**
– 229,404 gallons

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Department of Commerce

Division of Liquor Control

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