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# Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

## 2015 Liquor Sales Top Billion Dollar Mark

By Bruce Stevenson



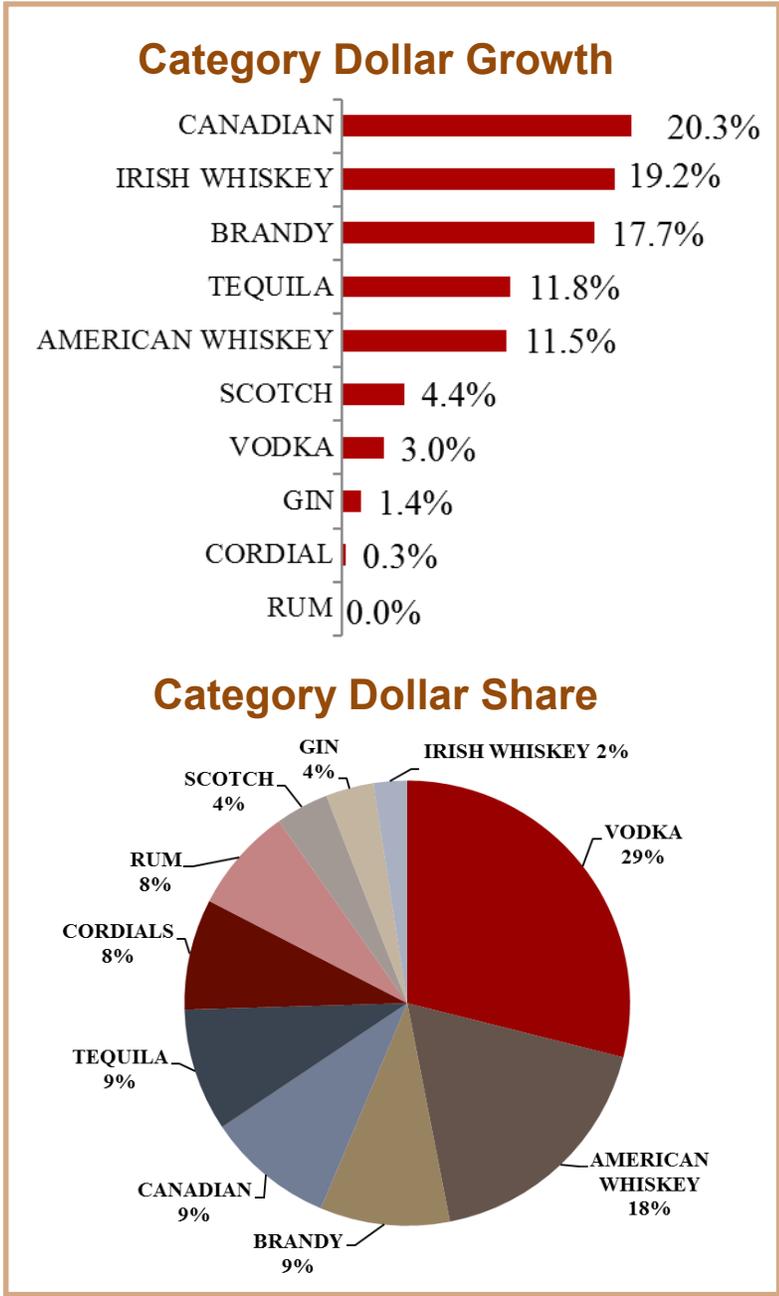
The dollar sales of spirituous liquor reached a record level in 2015, totaling more than \$1 billion (\$1,018,126,447) for the first time. This was an increase of 7.34 percent, exceeding last year's total by \$70 million. Volume growth during the holiday season, combined

with consumers continuing to trade up to premium brands, pushed total annual sales over the unprecedented achievement of \$1 billion.

Retail dollar sales were strong in 2015, totaling \$731 million, an increase of eight percent over 2014. Wholesale dollar sales (liquor purchased by retail permit holders such as restaurants, bars and clubs) also showed growth totaling \$287.1 million, an increase of 5.5 percent. The increase in wholesale indicates positive growth and a strong Ohio economy as Ohioans are patronizing restaurants and other entertainment businesses that sell alcohol.

Dollar sales continued to grow at a higher rate than consumption in 2015. The total volume of spirituous liquor sold through the 466 Contract Liquor Agencies in Ohio was 13 million gallons, an increase of 3.9 percent over the previous year.

See the list of the top 10 selling brands of spirituous liquor by gallons sold in Ohio for 2015 on page three.



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!**

## Blue Nectar Extra Blend Tequila

Brand Code: 0966B

## Blue Nectar Silver Tequila

Brand Code: 0967B



Specially crafted single-estate tequilas from the lowland. Smooth with earthy, slightly peppery, agave-forward flavors from the rich volcanic soils of the valley. Very different profile than more common highland tequilas. Hand-crafted in small batches and uses estate-grown 100% blue agave grown next to the distillery. Distilled in pot stills, aged in American oak, and crafted with passion.

## Michter's 10 Year

Brand code: 6563B

The "Best American Whiskey" according to *Food & Wine* magazine



## Michter's 20 Year

Brand Code: 6564B

At Michter's, they consider 17 to 20 years the fork in the road point when certain barrels of whiskey can achieve an extraordinary level of quality. It is these particular barrels that Master Distiller Willie Pratt personally selects for our very limited bottling of Michter's 20 Year.



## Deep Eddy Peach Vodka

Brand Code: 2514B

Made with real peach juice, peach is the number two selling category of flavored vodkas. There are no other vodkas offering real juice. Deep Eddy is low calorie – only 70 calories per serving.



## Stillhouse Apple Crisp Moonshine

Brand Code: 8959B

Corn whiskey infused with natural apple flavors to bring you this one of a kind apple taste that is crisp and refreshing. One sip, and you will be hooked on this Apple Crisp Moonshine by Stillhouse.

### Featured Product

## Apparition Blueberry Moonshine

Brand Code: 0148B

## Apparition Blackberry Moonshine

Brand Code: 0147B



Canal Spirits Craft Distillery is located on the canal in the historic district of Canal Fulton, which is situated in the northwestern corner of Stark County, OH. Their products pay homage to the history and the immigrant canal workers of the area. This micro distillery specializes in producing craft spirits in small barrel batches with close attention paid to the details. All ingredients are from local resources in northeastern Ohio and processed directly by the owner himself. Traditional distilling methods combined with new-age distilling technology ensure a consistently smooth and quality whiskey. New products include Apparition Blueberry Moonshine and Apparition Blackberry Moonshine, 100 percent corn whiskey with natural flavors. Clear, unaged whiskey flavored with local, home-grown ingredients. Sweet and flavorful.

All product descriptions provided by manufacturers.



# Agency Info



## Top 10 Selling Brands of 2015 (by gallons)

1. **Jack Daniels Tennessee Whiskey**
  - 379,492 gallons
2. **Fireball Cinnamon Whiskey**
  - ♦ 298,406 gallons
3. **Crown Royal Canadian Whiskey**
  - 291,609 gallons
4. **Captain Morgan Spiced Rum**
  - 288,676 gallons
5. **Bacardi Superior Light Rum**
  - 287,901 gallons
6. **Smirnoff Vodka**
  - 283,801 gallons
7. **Absolut Vodka**
  - 272,521 gallons
8. **Black Velvet Canadian Whiskey**
  - 266,670 gallons
9. **Tito's Handmade Vodka**
  - 259,328 gallons
10. **Kamchatka Vodka**
  - 250,578 gallons

## New Spirits Listings FEBRUARY 2016

Code	New Items	Type
0147B	APPARITION BLACKBERRY MOONSHINE	BLEND
0148B	APPARITION BLUEBERRY MOONSHINE	BLEND
2250B	COMPASS BOX FLAMING HEART BLENDED MALT	SCOTCH
2255B	COMPASS BOX THIS IS NOT A LUXURY BLENDED SCOTCH	SCOTCH
2512B	DEAR JOHNNY	BOURBON
2514B	DEEP EDDY PEACH VODKA	VODKA
2863L	DUQUESNE E S B	RUM
6563B	MICHTERS LIMITED RELEASE SINGLE BARREL 10	BOURBON
6564B	MICHTERS LIMITED RELEASE SINGLE BARREL 20	BOURBON
6711L	NEISSON BLANC	RUM
8289B	PLYMOUTH SLOE GIN	GIN
8959B	STILLHOUSE APPLE CRISP	BOURBON
8963B	STILLHOUSE ORIGINAL	BOURBON
8964B	STILLHOUSE PEACH TEA	BOURBON
9279B	TIJUANA SWEET HEAT	TEQUILA
9322B	TULLAMORE DEW 15	SCOTCH
9650B	WRITERS BLOCK	RUM

## Drink Recipes



### Pineapple Cosmo

- Three Olives Pineapple
- Gran Gala orange liqueur
- cranberry juice
- squeeze of fresh lime



### Pocket Watch

- 1.5 ounces Templeton Rye
- 2 ounces apple juice or apple cider
- ¼ ounce maple syrup
- Angotura Bitters

**Directions:** Build all ingredients in a shaker tin, add ice and shake hard for 8-10 seconds. Strain, serve over fresh ice. Bitters float.

### Tijuana Sunrise

- 1.5 ounces Tijuana Sweet Heat
- 3 ounces orange juice
- splash of grenadine

**Directions:** Pour over ice, stir and drink it down.



### Velvet Fang

- 1 part Serpent's Bite
- 1½ parts stout style beer
- 1½ parts sparkling wine



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Drive Responsibly.



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**Department  
of Commerce**

**Division of Liquor Control**

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