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Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE
OHIO DIVISION OF LIQUOR CONTROL

The Flavors of Summer

By Superintendent Bruce Stevenson

This time of year is the perfect season for trying the newest items and fresh summer flavors. We take pride in listing a wide variety of brands and flavors to suit almost any tastes. With the aid of our new Spirits Innovation Program (SIP), which is a partnership between the Ohio Division of Liquor Control, spirits brokers/suppliers, and Ohio's Contract Liquor Agencies, we can keep up with continually evolving consumer tastes and innovative industry trends. SIP is helping us to improve product selection at our agency stores to better match local demands, while continually listing new items. Many new and interesting flavored items that are perfect for summer are available now at local liquor agencies all across Ohio.

Spirits manufacturers are very creative and continue to outdo themselves with great new flavors, flavor combinations and distinctive products. This summer, we're listing new items that include lots of sweets like peach and pomegranate, confections and cakes, traditional summer-time

deserts and treats, and just about any other flavor you can think of, and some you've never imagined!

Many of the new flavors are in the vodka category. A few new items for this summer are Smirnoff's selection of light sorbets, with flavors like raspberry pomegranate, lemon, and mango passion. These products and others like

them are focusing on the trend of customers wanting spirits with fewer calories, but all of the great taste. Other new summer items include Pinnacle Rainbow Sherbet and Strawberry Shortcake.

The Bourbon category has also become very innovative, introducing flavored items of their own. New this summer are two flavors, peach

and blackberry, from Bird Dog Flavored Whiskey. Another example of a unique new flavored item for summer comes from Junior Johnson's Midnight Moon. They've come out with new blackberry and cranberry flavored moonshine.

Tasting events have become a very popular way for agency stores to introduce customers to these new items.



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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!



Junior Johnson's Midnight Moon

Now available in two new moonshine flavors: Blackberry and Cranberry.

New Amsterdam Coconut Vodka

New Amsterdam Coconut Flavored Vodka leads with sweet aromas of fresh coconut. Creamy, sweet toasted coconut and tropical fruit flavors finish soft and mellow on the palate.



Kenny Chesney's Blue Chair Bay Rum: Born on the beach

Each flavor of Blue Chair Bay Rum begins in white oak barrels a hundred meters from the high water line. There's Blue Chair Bay Coconut, Blue Chair Bay White, and Blue Chair Bay Coconut Spiced. They're all genuine, beach made rums inspired by the spirit of the islands.



Grand Mariner Signature Collection Blend N°2: Raspberry Peach



Combines world-renowned Grand Marnier, made from exceptionally smooth Cognac and wild tropical orange essence, with the natural flavors of succulent European raspberries and rare red peaches from Ardèche, in the South of France.

Available only for a limited time.



Smirnoff Kissed Caramel

The authentic flavor experience of homemade caramel complete with a hint of salt for a true flavor experience. Great for summer drinks like Kissed Caramel Appletini, Kissed Caramel Spiced Tea and more.

Featured Product

Bird Dog Flavored Whiskey

Bird Dog Whiskey combines the finest white oak barrel aged Kentucky Bourbon Whiskey with all natural flavors to create a smooth, flavorful, easy drinking whiskey. The distinctive taste of **Bird Dog Blackberry Flavored Whiskey** was nationally recognized with a gold medal during the 2010 San Francisco World Spirits Competition.

Other Bird Dog flavors include:

- ◆ **Bird Dog Peach Flavored Whiskey** is ripe with juicy, savory, fragrant peach flavors.
- ◆ **Bird Dog Hot Cinnamon Flavored Whiskey** boasts an intense aroma of sweet cinnamon that is full of red hot spice.
- ◆ **Bird Dog Maple Flavored Whiskey** blends the finest Kentucky Bourbon Whiskey, aged in white oak barrels, with all natural flavors and real maple syrup to create a smooth, easy drinking whiskey.





Agency Info



Flavors continued from page 1.

We've approved an average of about 200 events per month this year, and expect to see even more in the next few months with all the new summer products. In addition, we and our industry partners provide our agency stores with lots of product information to pass on to customers, like special summer drink recipes using the newest flavored items. Our goal is to provide shoppers with an easier and more enjoyable shopping experience.

We always strive to serve our customers better by being on the cutting edge of new trends and offering a large and diverse selection of great products. To find out about new products, customers can visit our website at www.com.state.oh.us/liqr for the latest new products list for each month. Our website also has a search feature to find which local liquor agency carries the products customers are seeking.

New Spirits Listings July 2013

Code	New Item
0721B	SOUTHERN COMFORT W/GIFT
0885B	BIG HOUSE TUPELO HONEY
0915B	BLACK VELVET CINNAMON RUSH
1482B	BOWMAN BROTHERS BBN
1635E	THE GLENLIVET TRI PACK
2505M	DANCING TREE DISTILLERY ELDERBERRY BRANDY
2506M	DANCING TREE DISTILLERY PAWPAW BRANDY
3024D	FIREBALL CINNAMON WHISKEY
3511B	GENTLEMAN JACK GIFT
3657B	GLENMORANGIE 18 GIFT
3857B	GRAND MARNIER RASPBERRY PEACH
4895B	IRISHMAN ORIGINAL CLAN
4992B	JACK DANIEL'S MASTER DISTILLER
4996B	JACK DANIEL'S GIFT
4997B	JACK DANIEL'S SINGLE BARREL GIFT
5054B	JAGERMEISTER GIFT (T-SHIRT PACK)
5088B	JEFFERSON'S PRESIDENTIAL SELECTION
5204B	JOHN J BOWMAN BBN
5252B	JUNIOR JOHNSON'S MIDNIGHT MOON BLACKBERRY
5256B	JUNIOR JOHNSON'S MIDNIGHT MOON CRANBERRY
5506L	LADY BLIGH J-PACK (SPICED AND COCONUT)
5558B	LAZZARONI INFINITO LIQUEUR
5570B	LE REVISEUR VSOP
6713B	NEW AMSTERDAM CITRON
6714B	NEW AMSTERDAM COCONUT
7721B	PADDY IRISH
9097B	SORTILEGE
9387B	U V SALTY WATERMELON
9629B	WILD TURKEY AMERICAN HONEY FREEZER VAP



Mail-In Rebates

Customers can save on many of their favorite brands including Jack Daniels, Grey Goose, Bacardi, Wild Turkey, and New Amsterdam by taking advantage of mail-in-rebate offers. Check with product brokers or call the Division at (614) 644-2380 for more information.

Safe & Responsible Alcohol Sales

Responsible sales can help make this a safe summer. The Division offers training and tips for preventing sales to minors. The *Safe Alcohol Sales Training* booklet and other resources are available at www.com.state.oh.us/liqr. Please call (614) 644-2455 to schedule training.



Liquor Sales Update:

Dollars

Gallons

YEAR TO DATE	WHOLESALE	RETAIL	TOTAL
1/1/13 thru 6/15/13	\$119,748,429	\$266,830,422	\$386,578,851
1/1/12 thru 6/15/12	\$117,625,032	\$249,337,896	\$366,962,927
2013 vs 2012	\$2,123,397	\$17,492,526	\$19,615,923
Percent change	+1.81%	+7.02%	+5.35%

WHOLESALE	RETAIL	TOTAL
1,509,554	3,810,139	5,319,693
1,525,643	3,668,121	5,193,765
(16,090)	142,018	125,929
- 1.05%	+3.87%	+2.42%

Drink Recipes



“Pinnacle Clear Sailing”

- 2 parts **Pinnacle Orange Whipped Vodka**;
- Splash of **DeKuyper Blue Curacao Liqueur**;
- Splash of pineapple juice.

Directions: Mix with ice in a martini glass and garnish with fruit.



“Very Berry Harvest”

- 2 parts **American Harvest Vodka**;
- 4 fresh mint leaves;
- 4 blackberries;
- 4 raspberries;
- ¼ part agave nectar;
- Ginger beer;
- Crushed ice.

Directions: In a cocktail glass, combine all ingredients except ginger beer and gently muddle. Add crushed ice and gently swizzle. Top with ginger beer and garnish with a blackberry and raspberry on a cocktail pick and fresh mint sprigs.

“Hennessy Sweet Tea”

- 1.5 oz. **Hennessy VS**;
- .5 oz. **Grand Marnier**;
- 2 oz. unsweetened cold tea;
- 1 oz. simple syrup;
- .5 oz. Fresh Lemon Juice.

Directions: Add all liquids into a shaker tin with ice and shake until well chilled, strain into a Collins glass over fresh ice and garnish with a lemon.



“Light Mango Passion Tea”

- 1.5 oz. **Smirnoff Sorbet Light Mango Passion Fruit**;
- 0.5 oz. fresh lime juice;
- 0.5 oz. simple syrup;
- 3 oz. unsweetened tea;
- 1 oz. coconut water.

Directions: In an ice-filled cocktail shaker, add all the ingredients, shake and pour into a Collins glass. Garnish with a lemon wedge or lemon rock candy stick.



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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