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Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL



Ohio's Taste of Success

By Superintendent Bruce Stevenson

Changes in Ohio's liquor laws have opened up new opportunities for alcohol manufacturers to put their products in front of customers for tasting. Tasting sample events are a great way of introducing customers to new brands, products, flavors, or just something different than their usual purchase. Whether it is beer, wine, low-proof mixed beverages 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.

Beer, wine and low-proof mixed beverage samples have been offered for several years at approximately 650 local wine shops, carryouts, and grocery and convenient stores that hold a permit for tasting samples (D-8 permit). Recently enacted Ohio legislation makes offering tasting samplings easier for retailers while benefiting both the manufacturers and customers. The new law expands the type of establishment eligible for a D-8 permit,

and now includes a carryout permit holder that is a retail store and has all of the following characteristics: (1) It is located in a municipal corporation or township with a population of 5,000 or less;



Product promotional expert Kara conducts a spirits tasting event at a Kroger Agency in Dublin.

(2) It has at least 4,500 square feet of floor area; and (3) It generates more than 60% of its sales in general mer-

chandise items and food consumption off the premises where sold.

In addition, the new law allows a manufacturer, supplier, or broker, or its agent, solicitor, or salesperson to provide sample servings of beer, wine and low-proof mixed beverages to the customer at no charge and conduct consumer product instruction about the products. The instruction and sampling must take place on the premises of a D-8 permit holder. The law specifies that wholesale distributors are excluded from this authorization. The person providing the sample servings must purchase the beer, wine, or low-proof mixed beverages from the D-8 permit holder at the ordinary retail price. Additionally, the sample servings must be limited to the amount and frequency authorized under the D-8 permit (serving size may not exceed two ounces and not more than four sample servings may be provided per person per day).

See **Taste** 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!

LIMITED TIME OFFER! Wild Turkey American Honey Sting

Brand Code: to be determined.

First of its kind! A tempting blend of American Honey with an infusion of ghost pepper. Sting is just what's needed to fuel the fire without too much of a burn. American Honey's signature sweet & citrus finish cools off the heat from this fiery pepper. Only 300 cases allotted for Ohio!



LIMITED TIME OFFER! Hennessy VS 200 ml Flask

Brand Code: 1644E

New packaging design features a trendy, textured silicone sleeve in four vibrant colors (purple, fuchsia, red and yellow). Incorporates an innovative branded reusable key-chain to continue to drive consumer engagement after purchase.



Bulldog Gin

Brand code: 1505L



Bulldog London Dry Gin is not your grandfather's gin. Bulldog Gin is a multi-award winning, super-premium gin hand-crafted at an English distillery that has been making the highest quality gin for over 250 years. The exotic botanicals and high quality ingredients combined with the quadruple distillation process allow this product to defy convention with a balanced flavor and crisp finish.



Svedka Mango Pineapple

Brand Code 9109B

A tropical mélange of fruits, combined with caramelized pineapple. It delivers ripe mango and pineapple flavors with a subtle hint of an island oasis!

Featured Product

Patron Roca Tequilas



Anejo Brand Code: 8457B

Reposado Brand Code: 8458B

Silver Brand Code: 8459B

Years ago when Patrón's master distiller first created the recipe and process for Patrón tequila, he took great care to incorporate these old world traditional techniques, and marry them with current day innovation. Now, with **Roca Patrón**, they're proud to introduce an artisanal small batch, high proof, 100 percent agave tequila produced entirely from a labor intensive and traditional method, perfected centuries ago, called the "tahona" process.

All product descriptions provide by manufacturers.



Agency Info



Taste continued from page 1.

Spirituos liquor tasting samples have also become very popular at contract liquor agencies. So far in 2014, there have been 1,482 spirits tasting events. That is more events in the first six months of 2014 than there were in all of 2013. The new legislation increases the frequency of events and modifies the procedure by which tasting samples of spirituous liquor may be sold at contract liquor agency stores. The change requires the trade marketing professional, broker, or solicitor to provide written notice of the tasting event to the Division of Liquor Control not less than 10 business days prior to the event. It also requires the trade marketing professional, broker, or solicitor to directly purchase the bottles of spirituous liquor that will be used to provide tasting samples at the current retail price from the contract liquor agency.

With these changes to the law, the 467 private Ohio contract liquor agencies can now host 10 tasting events each month offering the sale of limited tasting samples of spirituous liquor products so long as no more than two tasting events take place during the same day and there is no less than one hour between the end of one event and the beginning of another event. This provides a venue for manufacturers to introduce new products and an enhanced shopping experience for customers. A sample size is .25 ounces, and no more than four samples (totaling one ounce), can be provided per person. They are limited to the spirituous liquor sales area of the store and are conducted by marketing professionals representing the spirits supplier or manufacturer who have received alcohol server training to ensure compliance with Ohio's liquor laws.

It is anticipated that the number of tasting events and locations will continue to increase as more new items are introduced. We take pride in listing a wide and diverse selection of spirits for our customers and in being at the forefront of the marketplace when it comes to new items and innovation. Tasting events are a great way to help educate Ohioans on the latest trends in the industry. Information on all the products available in Ohio, and where to buy them, can be found on the Division's website.

Business friendly regulations, coupled with our commitment to excellent customer service, will enable businesses to grow and create new jobs. Anyone with questions regarding these changes, please contact the Division at (614) 644-2360. More information is also available on our website at www.com.ohio.gov/liqr.

New Spirits Listings July 2014

Code	New Items
0921B	S & G BLACK MOON RUM
1324B	BOMBAY SAPPHIRE EAST RUM GIFT
2170B	COINTREAU CORDIAL GIFT
2278B	COPPER & KINGS CRAFT GRAPE BRANDY
2279B	COPPER & KINGS IMMATURE GRAPE BRANDY
2786B	DRAMBUIE CORDIAL GIFT
3706B	S & G GOLDEN MOON RUM
5114L	JIM BEAM BOURBON GIFT
8222E	PINNACLE VODKA SUMMER TRIAL PACK
8223B	PINNACLE VODKA GIFT
8720B	SAUZA SILVER TEQUILA GIFT
8725B	SAUZA GOLD TEQUILA GIFT
8980B	S & G SILVER MOON RUM GIFT
8996B	STILLWRIGHTS SILVER RUM
9000B	SMOKE LIQUEUR CORDIAL
9004B	S & G SNEAKY MONK RUM
9256B	THREE OLIVES JACKED APPLE VODKA
9261B	TOWN BRANCH RYE
9305B	TRIPLE CROWN BLENDED
9335B	UNCLE HIGGINS OLDE FASHION RUM
9391B	U V SUGAR CANE VODKA
0369B	AVERNA LIQUEUR CORDIAL
1013L	BOLS BARREL AGED GENEVER GIN

See more new items continued on page 4.

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

Drink Recipes

Mango Passion Fizz



- 1½ oz. Belvedere Mango Passion Vodka
- ½ oz. Peach liqueur
- ½ oz. Sour mix
- ½ oz. Lemon juice
- ½ oz. Simple syrup
- 3 oz. Sparkling Wine (Chandon Sparkling)

Directions: Add all ingredients except the Sparkling wine to a shaker. Strain into sugar rimmed champagne flute and top with Sparkling wine.

Lemon Cucumber Martini

- 1.5 oz. Smirnoff Sorbet Light Lemon
- 0.5 oz. lemon juice
- 0.5 oz. agave nectar
- 10 slices of English cucumber
- 1.5 oz. club soda



Directions: Muddle cucumber slices in the bottom of a mixing glass with Smirnoff Sorbet Light Lemon, lemon juice and agave nectar. Strain into a chilled martini glass and top with club soda.

Drink Responsibly.
Drive Responsibly.

Code	New Items
1473B	BEAKER BOURBON
1838L	CASTILLO SPICED RUM
2743B	DONEGAL IRISH WHISKEY
2911B	EL MAYOR REPOSADO TEQUILA
2963B	EL DORADO 3 RUM
2964B	EL DORADO 5 RUM
2965B	EL DORADO 12 RUM
2966B	EL DORADO 15 RUM
3068B	FOUR ROSES BOURBON 2014
3858B	GRAND MARNIER CUVÉE 1880 CORDIAL
8687B	SAMMY'S BEACH BAR RED HEAD RUM
8976L	SOUL PREMIUM CACHACA RUM
9390B	U V ORANGE VODKA
9646B	WILLETTE FAMILY ESTATE BOURBON

Bulldog Collins (twist on the original Tom Collins)



- 2 oz. (60 ml) **Bulldog Gin**
- 2 oz. (60 ml) sour mix
- 2 oz. (60 ml) club soda
- Maraschino cherry (garnish)
- Lime wedge (garnish)

Directions: Combine Bulldog Gin, sour mix and club soda in a Collins glass filled with ice. Garnish with a cherry and lime.



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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