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Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Ohio Micro-Distillery Wins National Awards



Portside Distillery is a micro-distillery in Cleveland producing world-class spirits. Portside is proud of their impressive winnings at the 2014 San Francisco World Spirits Competition sponsored by the American Distilling Institute earlier this year. Portside's Vanilla Maple Rum won a bronze medal, as well as the Spiced Rum, pictured above. The Hopped Rum brought home a silver medal to top off the competition.

Brand Codes:
Spiced Rum: 8297B
Vanilla Maple Rum: 8299B

Advertising Correctly IS Good For Business By Superintendent Bruce Stevenson

The best time to get customers to consider a new brand or product is when they're already in your establishment. In-store advertising and displays are effective ways of letting your customers know about the products that you sell. The regulations for in-store advertising of alcoholic beverages encourage retailers, manufacturers, suppliers and wholesalers to work together and take advantage of mutually beneficial marketing opportunities.

Retailers can accept many different kinds of advertising materials or items from manufacturers, suppliers and wholesalers that promote their products and

brands. Visually interesting items that grab the customers' attention such as signs, banners, posters, placards, and illuminated devices for display in the windows of your establishment



Here's one example of prohibited advertising on the outside of a retail business.

can be accepted by retailers free of charge with no cost limit per item.

The warm weather starts to bring advertising outside at some re-

tail businesses. Brand advertisements on the exterior of the building are prohibited, but can be outside if they are within the defined permit premises (like a deck or patio). Things like "window perf," which are applied from the outside, would not be legal if the sign is displayed on the exterior of the retail permit premises.

Ohio Revised Code 4301.22(E) prohibits a retail permit holder from displaying on the outside of any licensed retail premises, or on any lot of ground on which the licensed premises are situated, or on the exterior of any building of which the licensed premises are a part, any

See Advertising 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!



Jack Daniel's Sinatra Select

Brand Code: 5010L

Bottled at 90 proof and made with unique "Sinatra Barrels," Jack Daniel's Sinatra Select pays tribute to Jack's biggest fan: Mr. Frank Sinatra. These Sinatra barrels have deep grooves on the inside of the staves, which exposes the whiskey to extra layers of oak. This imparts a rich amber color, bold character and a pleasant smokiness, followed by an incredibly smooth vanilla finish. Much like Frank himself, this whiskey is one of a kind.

Sky Infusions Georgia Peach

Brand Code: 8982L

SKYY Infusions Georgia Peach Vodka exudes a bright ripe peach taste with hints of apricot, light spice and beautiful stone fruit. Featuring a fresh, luscious flavor that lingers on your tongue, this new infusion has bottled the true essence of one of America's most beloved fruits that never goes out of style or season.



Ciroc Flavored Vodkas

Brand Codes: Base – 2048B, Red Berry - 2053B, Peach – 2051B, Coconut – 2050B, Amaretto - 2047B

Award winning liquid credentials: San Francisco Double Gold Medal winner, World's first vodka exclusively from French grapes, Distilled five times in small copper pot stills. Fast Track Brand: Designated a top 10 vodka brand for the 4th consecutive year by the Beverage Information Group.

Svedka Stars and Stripes

Brand Code (1.75L): 9164D

Leveraging the momentum of last year's Stars & Stripes, SVEDKA is leading the charge to dominate retail this summer with commanding presence and merchandising appeal.



Featured Product



NEW! JIM BEAM KENTUCKY FIRE

Brand Code: 5113B

Jim Beam Kentucky Fire contains all the pride of the Beam family's 200-year history. Their impassioned distillers have turned it up a notch by mixing the world's finest Kentucky Straight Bourbon Whiskey with the flavor of red hot cinnamon. The result is a deliciously rich bourbon with a fiery, sweet kick.

Jim Beam is a pioneer in flavored bourbon, which has proven to expand whiskey drinking occasions and to provide an accessible entry point to the whiskey category. The newest addition, Jim Beam Kentucky Fire is expected to have a more versatile consumption usage – expanding beyond shots – providing more equally balanced product offering uses in mixed cocktails as well. Enjoy chilled or on the rocks (70 Proof). Line priced with Jim Beam Honey & Maple.

All product descriptions provide by manufacturers.



Agency Info



Advertising continued from page 1.

sign, illustration, or advertisement bearing the name, brand name, trade name, trade-mark, designation, or other emblem of or indicating the manufacturer, producer, distributor, place of manufacture, production, or distribution of any beer or intoxicating liquor. In addition, Ohio Administrative Code 4301:1-1-44 (D)(1) prohibits billboard advertisement of any brand of alcoholic beverage within five hundred feet of any church, school, or public playground. It is also prohibited on any public or non-public elementary or secondary school property.

Another common issue that arises when the weather is warm is that permit holders want to expand their permit premises to include a deck or patio. Please remember that any expansion or diminution of the defined permit premises must be approved by the Division of Liquor Control, and such approval must be received before using the expanded area as part of your permit premises. Requests should be submitted in writing to the Division's Investigative Services Unit using the "Request for Expansion/Diminution of Permit Premises" form (form DLC 4248).

Advertising the products you sell and providing a nice outdoor area for your customers can be very important for your business to be successful. If you're not sure about any of your advertising activities and need some guidance, or want to expand your permit premises, we are always happy to help. Please contact us via email at webliqr@com.state.oh.us or call (614) 644-2472 for assistance.

Mail-In Rebates

Customers can save on many of their favorite brands by taking advantage of mail-in-rebate offers. Check with product brokers or call the Division at (614) 644-2380 for more information.



New Spirits Listings June 2014

Brand Code	New Items
0079L	ABSOLUT COLORS VODKA
0839B	BELVEDERE VODKA GIFT
0855B	BENCHMARK BROWN SUGAR BOURBON
0890B	BIRD DOG BOURBON
2888B	EFFEN CUCUMBER VODKA GIFT
3038B	FIREBALL CINNAMON CORDIAL TRAVELER
3512B	GENTLEMAN JACK BOURBON GIFT
4986B	JACK DANIEL SINGLE BARREL DUCKS UNLIMITED BOURBON
4987B	JACK DANIEL TENNESSE HONEY BOURBON GIFT
5007B	JACK DANIEL BOURBON GIFT
5010L	JACK DANIEL SINATRA SELECT BOURBON
5113B	JIM BEAM KENTUCKY FIRE BOURBON
5125B	JIM BEAM BLACK BOURBON GIFT
7971B	PAUL MASSON PEACH GRAND AMBER BRANDY
8406B	RENAISSANCE ARTISAN BRANDY
8407B	RENAISSANCE ARTISAN GRAPPA BRANDY
8408B	RENAISSANCE ARTISAN GIN
8457B	ROCA PATRON ANEJO TEQUILA

See more new items continued on page 4.

Code	New Items
8458B	ROCA PATRON REPOSADO TEQUILA
8459B	ROCA PATRON SILVER TEQUILA
8728B	HORNITOS PLATA TEQUILA GIFT
8917B	SEAGRAMS PEACH VODKA
9013L	SKYY VODKA GIFT
9109B	SVEDKA ORANGE MANGO PINEAPPLE VODKA
9138B	STOLICHNAYA PREMIUM 80 VODKA GIFT
9194B	TEELING SMALL BATCH IRISH
9352B	2 GINGERS IRISH GIFT
3048B	FLOH VODKA

Drink Recipes

“Crimson Sunset”

- 1 ½ oz. SKYY Infusions Georgia Peach
- 1 ½ oz. Lambrusco Wine
- ½ oz. Aperol
- ½ oz. Lavender Honey Syrup
- 3 Lemon Wedges
- 2 Medium Sized Strawberries
- Peach Slices



Directions: In a mixing tin, muddle lemon wedges and strawberries in Lavender Honey. Add SKYY Infusions Georgia Peach and Aperol. Shake gently with ice, and fine strain into wine glass over ice. Layer Lambrusco on top. Garnish with peach slices.

“New Amsterdam Pineapple Express”

- 1 part New Amsterdam Pineapple Vodka
- 2 parts pineapple juice

Directions: Shake ingredients together in a cocktail shaker half-filled with ice cubes. Strain into a rocks or highball glass filled with ice cubes. Garnish with a pineapple wedge. Add a squeeze of lime and/or a splash of soda water to cut sweetness if desired.



“Stoli Raz Lemonade”

- 1 parts Stoli Razberi Vodka
- 2 parts lemonade

Directions: Build in an ice-filled highball glass and stir. Garnish with a raspberry and a mint sprig.

“Great Beam on Fire”

- 1 part Jim Beam Kentucky Fire
- 3 parts ginger ale

Directions: Build over ice in a tall glass. Garnish with a lemon wedge.



“Stoli Blueberi Lemonade”

- 1½ parts Stoli Blueberi Vodka
- 2 parts lemonade

Directions: Build in an ice-filled highball glass and stir. Garnish with blueberries.



Drink Responsibly.
Drive Responsibly.



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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