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● **Issue 6** ● **Volume 4** ● **June 2016**



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▶ **NEW ITEMS, INCLUDING
SPECIAL GIFT PACKS....3 & 4**

Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE
OHIO DIVISION OF LIQUOR CONTROL

Preparing for the Republican National Convention

By Bruce Stevenson, Superintendent

Coming this summer is one of the largest events Ohio will have hosted. The Republican National Convention (RNC), hosted by the city of Cleveland July 18 - 21, will draw people from all parts of the country. An estimated 50,000 delegates, media and visitors will converge on Cleveland and the surrounding region, extending as far as Toledo and Columbus. More than 16,000 hotel rooms have already been booked, including 5,000 in downtown Cleveland alone. Based on past political conventions in other cities, an estimated \$200 million in direct spending will be generated by this event. Much of that infusion to the local economy will benefit Ohio, including businesses such as restaurants, hotels, bars and other entertainment venues.

There are four things you can do to be prepared for this monumental event. First, liquor permit holders need to be prepared for an influx of customers. The Division has been working closely with suppliers, warehouses and trucking to ensure that affected Contract Liquor Agencies - Agencies in Cleveland and those within about a 60-mile radius - get the right products in the right quantities to serve their customers.

We have identified the Agencies that will be impacted the most by the influx of customers and wholesale orders stemming from the Convention. About 45 Agencies received an inventory forecast prepared specifically for them to accommodate the anticipated increased demand. Built into each forecast is an increase of the top selling items above the normal replenishment order. It is important that Agencies review this information to help us determine more accurately the products/quantities needed. Please contact your allocations clerk with any questions, and to provide feedback regarding your inventory forecast.

In addition, Agencies in the Cleveland and surrounding area must contact all wholesale accounts ASAP to prepare for providing their product orders for any special events, large parties or other related activities.

Finally, the most fundamental thing to remember is your social responsibility to prevent alcohol sales to underage and intoxicated individuals. It's up to you and your employees to make sure that all customers buying

Agency Communications Survey

Liquor Control is working to improve communication with all Liquor Agencies so you have the information you need to efficiently run your business and continue to offer excellent customer service.

Please take a few minutes to share your feedback through this short online survey. It should take less than 10 minutes to complete. Your responses will remain anonymous, and can't be tracked back to an individual. All Agency employees are encouraged to complete the survey, so please forward this link: <http://survey.constantcontact.com/survey/a07ecq2h5waiok2pl8c/start>

LMP Business Optimization Meetings

DOLC hosted another meeting with stakeholders to provide information and gather feedback on Liquor Modernization Project (LMP) Phase II. The topics discussed included an LMP overview and impact, AX system interface and technical components, and next steps for the project.

More meetings will be held as Phase II progresses. Agencies also will continue to receive periodic phone calls and surveys to learn more about what is needed to optimize Phase II. Your participation is greatly appreciated.

See RNC continued on page 3



**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!



Wild Turkey American Honey (w/Mason Jar)

Brand Code: 9649B

Wild Turkey American Honey is an exceptionally smooth 71 proof (35.5% alcohol) liqueur blended with pure honey and real Wild Turkey Bourbon Whiskey.

It's perfect straight out of the bottle, chilled in the freezer, or on the rocks. It's the sweeter, smoother side of Wild Turkey, with notes of sweet honey, caramel and orange.



Svedka Cucumber Lime Vodka

Brand Code: 9292B

Cucumber got fresh with lime. The cool taste of cucumber with a bright, crisp burst of lime flavor.

Stranahan's Diamond Peak Single Malt Whiskey

Brand Code: 9289B

Stranahan's Diamond Peak Single Malt Whiskey is aged in #3 Char American Oak Barrels in a mile-high warehouse in Denver, Colorado. It is non-chill filtered and cut to proof with rocky mountain water. Every batch is hand bottled.



Absolut Citron with Fever-Tree Sparkling Lemon

Brand Code: 0919B

The main ingredients in Absolut Citron are Absolut Vodka and citrus flavor. Absolut Vodka is made from water and winter wheat. The water comes from a deep well in Åhus, where it's protected from impurities. The winter wheat is also grown in Åhus and differs from other crops. Though lemon is the main flavor, lime is also added to give Absolut Citron its perfect character.



Featured Product



Tom's Foolery Applejack

Brand Code: 9291B

Tom's Foolery Applejack is hand-made, meaning that it is actually "made by hand." They produce small batches of apple brandy incorporating processes similar to those the Ohio pioneers used to make distilled spirits back as early as 1797 into the more modern winemaking techniques.

Every bottle of their applejack contains their handmade cider. Local farmers provide most of the cider for Tom's Foolery. The best old-fashioned applejack came from farm-cider, which always had wild crabapples added to it. Each Fall, they hand pick wild crabapples and make cider from them with a small wooden press.



Agency Info



Introducing Keonna White



The Division of Liquor Control would like to introduce Keonna White, an Inventory Control Specialist. Keonna is our subject matter expert regarding inventory transfers, adjustments and orders. She is responsible for coordinating the distribution of inventory and bailment orders.

She also reviews orders for accuracy and adjustments, as well as manages the movement of excess inventory.

This spring, Keonna received a Bachelor of Arts degree in Business Management with a minor in accounting from Capital University. She is continuing her graduate studies at Southern New Hampshire University in pursuit of an MBA.

Keonna is a valuable asset to the Division of Liquor Control, so please join us in congratulating Keonna on her accomplishment as we wish her continued success.

RNC continued from page one

alcohol are at least 21 years old, and are not over-served. Checking for a valid driver's license, an official state of Ohio identification card, a U.S. military identification card or a passport can help prevent illegal sales and protect your business. Electronic ID scanners are great devices, but the human factor is still the most effective tool for preventing underage drinking.

Education and awareness are the keys to running any successful business and also to fulfilling your social responsibilities as a permit holder, Liquor Agent and good corporate citizen. Please visit our website at www.com.state.gov/liqr to access these tools and our educational materials, like the training booklet, "Safe Alcohol Sales." There are also other great resources you can link to including: "We Don't Serve Teens" and the Alcohol Server Knowledge (ASK) training program offered by the Ohio Investigative Unit. Also follow our Twitter feed at @ohioliquor.

New Spirits Listings June 2016

Code	New Items	Type
0191B	ABSOLUT CITRON VAP (W/2 - 200ML FEVER TREE LEMONADE)	VODKA
1757M	CAPTAIN MORGAN SPICED RUM 100	RUM
1762D	CAPTAIN MORGAN WHITE RUM 80	RUM
2272B	COPPER FOX RYE	RYE
2383E	CROWN ROYAL REGAL APPLE	CANADIAN
2696B	DISARONNO VAP (MASON JAR W/ SQUEEZER)	CORDIAL
3524B	GEORGE DICKEL BARREL SELECT	BOURBON
3618B	GLENFIDDICH 26	SCOTCH
5096H	JEFFERSONS WOOD EXPERIMENT COLLECTION	BOURBON
5218B	JOHNNIE WALKER RED W/GINGER ALE	SCOTCH
5237D	JOSE CUERVO TRADICIONAL	TEQUILA
5243D	JOSE CUERVO TRADICIONAL SILVER	TEQUILA
5365B	RED E VODKA	VODKA
5394B	KILCHOMAN ISLAY SINGLE MALT SCOTCH	SCOTCH
5395B	KILCHOMAN LOCH GORM SHERRY CASK MATURED SMS	SCOTCH
5396B	KILCHOMAN SANAIG SINGLE MALT SCOTCH	SCOTCH
6357B	MAUMEE MOONSHINE 750ML	BLEND
6357H	MAUMEE MOONSHINE 200ML	BLEND
6644B	MONTELOBOS	TEQUILA
7622B	OLE SMOKY TENNESSEE MOONSHINE SPICED APPLE	BLEND
7678L	OLMECA ALTOS PLATA	TEQUILA
7684L	OLMECA ALTOS REPOSADO	TEQUILA
8434B	RICH & RARE APPLE	CANADIAN
9649B	WILD TURKEY AMERICAN MASON JAR VAP	BOURBON

Continued on page 4

June New Spirits continued

Code	New Items	Type
8926B	SKYY CORE SAMPLER VAP	VODKA
9288B	TAMDHU BATCH STRENGTH SINGLE MALT	SCOTCH
9289B	STRANAHANS DIAMOND PEAK	BOURBON
9290B	STRANAHANS SINGLE BARREL WHISKEY	BOURBON
9291B	TOMS FOOLERY CASK STRENGTH APPLE-JACK	BRANDY
9292B	SVEDKA CUCUMBER LIME	VODKA
9293B	TOMS FOOLERY BONDED APPLEJACK	BRANDY
9294B	TOMS FOOLERY BONDED BOURBON	BOURBON
9295B	TOMS FOOLERY BONDED RYE	RYE
9296B	TOMS FOOLERY CASK STRENGTH	BOURBON
9297B	TOMS FOOLERY CASK STRENGTH	RYE
9487B	WASMUND'S SINGLE MALT WHISKEY	SCOTCH

Effective Communication: It Takes Two...

For communication to be effective, it requires the sender and receiver to both be active participants. As business partners of DOLC, it is vital that you pay close attention to the weekly activity reports, e-mails, blog posts, and Agency Portal messages to get the latest updates and instructions. For example, ordering instructions and Rush Order schedules for the upcoming July 4th holiday were recently provided to ensure you order on the correct day and receive the products needed for that busy weekend. Other information that's important for helping your business operate efficiently will be continue to be disseminated as it becomes available. Thank you.

Drink Recipes

Honey Harvest

- 1 part Wild Turkey American Honey
- 3 parts hard apple cider
- 1 part soda water
- apple slices



Directions: Build ingredients over ice in a mason jar. Garnish with apple slices.

Olmecca Altos Plata

- 15 oz. can coconut milk
- 1/3 parts **Altos Tequila Plata**
- 1/3 parts fresh cilantro, chopped
- Juice of one lime
- 1/4 parts Agave nectar
- Lime slices for garnish (optional)



Directions: Add all the ingredients except the lime slices in a medium bowl and whisk until combined. Pour mixture evenly into ice pop molds. If using lime slices, gently push 1 slice of lime into each mold so that it sits along the outer edge. Freeze for at least 4 hours until set.

Drink Responsibly.
Drive Responsibly.



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Department
of Commerce

Division of Liquor Control

www.com.ohio.gov/liqr

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