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# Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

## Liquor Profits to Fund Ohio Job Creation

By Superintendent Bruce Stevenson



The transfer of the State's liquor enterprise to the JobsOhio Beverage System (JOBS) is complete and JOBS now owns the franchise for spirituous liquor.

As part of the transfer, JOBS has contracted with the Department of Commerce, Division of Liquor Control (DLC) to continue performing all agency operations. That means there will be no change in our operations or your interaction with the DLC.

This marks an exciting time in the history of liquor control in Ohio. For the first time, the efforts of our liquor agencies will provide a dedicated revenue stream for economic development toward job creation. Ohio has risen to be one of the top job creators in the nation and #1 in the Midwest, in just two years.

Now, JobsOhio, the nonprofit established to drive economic development in Ohio, will have the resources necessary to grow on that success.

Some additional background on the transfer:

- The regulatory functions of the DLC are not part of the trans-

fer and will remain unchanged. Apply and renew your permit(s) as you always have.

- There will be no change to the Beer & Wine as a result of the transfer.
- The Division will continue to select products for listing and determine wholesale and retail pricing.
- Bars, restaurants and other entertainment venues will see no change and will follow the same processes for purchasing spirits as always.
- Liquor Modernization; updating the computer systems to provide better inventory, accounting and communications with the agency stores will continue as planned.

Finally, your daily contacts at the DLC that make your business run smoothly will not change. If you have any questions, please feel free to contact me directly at 614-644-2360.

Thank you for your work every day providing for the responsible consumption of spirituous liquor. Now, profits will mean a stronger economy for all Ohio.

### Social Responsibility

Education is the key to responsible alcohol sales. Take advantage of the educational materials and other resources available on the Division's website: [www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)

John R. Kasich, Governor  
State of Ohio

David Goodman, Director  
Ohio Department of Commerce

Bruce Stevenson Superintendent  
Division of Liquor Control





# Spirit Smarts

## New Products, Hot Items, Rebates, Recipes & More!

Helping you educate customers to aid in their product selections.  
Always promote safe sales & responsible consumption.

### Fireball Cinnamon Whisky



Sales for 2012 increased 500% in Ohio!  
Rumor has it that Fireball Whisky was forged sometime in the mid-80s during the coldest winter by a mixologist turned mad scientist.



### Four Roses



### Four Roses Bourbon

Listed items include Yellow Label, Small Batch and Single Barrel

- State sales UP 86% vs. 2012
- Top Ohio growth brand in bourbon category (\$25.00 or higher)



### Jameson Irish Whiskey

Irish Whiskey is one of the fastest growing spirits categories and Jameson is the top seller. More than 44,000 cases of Jameson were sold in Ohio last year, an increase of 30%.  
Contact your sales representative for information about displays.



### Oddka Vodka: Warm Apple Pie & Electricity

Oddka is ODD. Edgy and disruptive flavor strategies for those with a more eclectic taste. Ever wondered what a lightening bolt tastes like? Oddka Apple Pie is inspired by "Grandma's Apple Pie".



## Featured Product



### Cleveland Black Reserve Whiskey

Retail base: \$31.87 Wholesale base: \$29.96 - Code (750ml): 2073-B

Made right in Cleveland Ohio!

Premium whiskey made in a radically different way. They don't just put it in a barrel and wait 10 to 12 years.

The Pressure Aging™ process rapidly squeezes open and closed the pores of charred oak. They say it makes for richer, darker and more flavorful bourbon. Their first product is officially branded as Cleveland Black Reserve, a Bourbon Whiskey, called Black Bourbon for short.



# Agency Info



## Newest Team Member Makes Sure Inventory Gets To Your Store

The Division is proud to announce a change to its Agency Operations staff. Monique Beasley recently accepted a promotion to the position of Program Administrator in the allocations section. Prior to joining the allocations team, Monique had been with the Division for nearly three years, serving in licensing and the sales/audit section of Agency Operations. She is an alumnus of The Ohio State University, and earned an MBA from Keller Graduate School of Management.



As Program Administrator, Monique will oversee the spirituous liquor ordering and product pricing processes. Her new duties also include working with spirits brokers to manage product placement in the liquor agencies, evaluating product sales performance and inventory management, and working with warehouse and trucking managers to ensure product are handled and transported appropriately.

Monique is very excited about her new role, and is looking forward to serving the Division and working with its industry partners for many years to come.

## Spirituos Liquor Sales Update

YEAR TO DATE	WHOLESALE	RETAIL	TOTAL
1/1/13 thru 2/15/13	\$30,758,035	\$67,515,532	\$98,273,567
1/1/12 thru 2/15/12	\$28,551,528	\$61,921,263	\$90,472,790
2013 vs 2012	\$2,206,507	\$5,594,270	\$7,800,777
Percent Change	+7.73%	+9.03%	+8.62%

## Ownership/Location Changes

<b>New Location</b>			
Agency #608	Rite Aid	801 Dixie Highway, Rossford	
Agency #576	The Wine List	7753 Tylersville Road West Chester Township, West Chester	
<b>New Ownership</b>			
Agency #406	Andover Markets, Inc.	97 Public Sq., Andover	
<b>New Ownership &amp; Location</b>			
Agency #632	Kroger	2257 N. Holland Sylvania Road, Toledo	
Agency #620	Kroger	3301 Navarre Avenue, Oregon	
Agency #941	Dave's Supermarket, Inc.	3301-51 Payne Avenue, Cleveland	
Agency #406	Andover Markets, Inc.	97 Public Sq., Andover	
Agency #849	Giant Eagle	2032 Lincoln Way East, Massillon	
Agency #990	Giant Eagle	5744 Transportation Blvd., Garfield Heights	
Agency #692	Kroger	1414 Spring Meadows Drive Springfield Township, Holland	

# March New Listings

Brand Code	New Item
0037B	ABSOLUT CAPE CODDER
0281E	JAMESON IRISH
1502B	BULLEIT BOURBON 10
1561B	CALICHE RUM
1570B	CABIN FEVER MAPLE WHISKEY
1808B	CASAMIGOS BLANCO
1809B	CASAMIGOS REPOSADO
2073B	CLEVELAND BLACK RESERVE
2674D	DEWARS SPECIAL RESERVE 12
3525B	GEORGE DICKEL RYE
4119B	HERRADURA REPOSADO "BUY THE BARREL"
5111B	JIM BEAM JACOB'S GHOST
6073B	MALIBU ISLAND SPICED
6750B	ODDKA APPLE PIE
6751B	ODDKA ELECTRICITY
8260B	PINNACLE RAINBOW SHERBET
8261B	PINNACLE STRAWBERRY SHORTCAKE
8339B	PUCKER WATERMELON
8743B	HORNITOS LIME SHOT
8858B	SKINNYGIRL WHITE CHERRY VODKA
9019L	SKYY MOSCOTO VODKA
9020L	SKYY WILD STRAWBERRY VODKA
9088B	SMIRNOFF LIGHT LEMON SORBET
9092B	SMIRNOFF LIGHT MANGO PASSION FRUIT SORBET
9094B	SMIRNOFF LIGHT RASPBERRY POMEGRANATE SORBET
9095B	SMIRNOFF ROOT BEER FLOAT
9174L	TANQUERAY MALACCA GIN
9218B	THREE OLIVES "MARILYN MONROE" STRAWBERRY VODKA
9724B	YUKON JACK JACAPPLE
9725B	YUKON JACK WICKED HOT

## "Toasted Chocolate"

- \* **Black Velvet Toasted Carmel Whisky;**
- \* hot chocolate;
- \* hazelnut creamer;
- \* Marshmallows;
- \* Mix **Black Velvet Toasted Carmel** and hazelnut creamer into a steaming mug of hot chocolate;
- \* Drop a handful of marshmallows on top and enjoy!



## "The Mash Up"

- \* 1.5 fl oz **Smirnoff Raspberry Vodka;**
- \* 3 fl oz Cranberry Juice;
- \* 0.25 fl oz Orange Juice;
- \* Fill glass with ice;
- \* Add Smirnoff Raspberry Vodka, cranberry juice, and orange juice;
- \* Stir well;
- \* Garnish with orange slice.



## How to Contact Us

Ohio Department of Commerce  
 Division of Liquor Control  
 6606 Tussing Road  
 Reynoldsburg, OH 43068

Tel: (614) 644-2360  
 Fax: (614) 644-2480  
 TTY/TDD: 1-800-750-0750  
[www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)  
 Email: [web.liqr@com.state.oh.us](mailto:web.liqr@com.state.oh.us)

Bruce Stevenson, Superintendent  
 Tom Kappa, Chief, Agency Operations  
 Matt Mullins, Editor, [matt.mullins@com.state.oh.us](mailto:matt.mullins@com.state.oh.us)



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