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Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL



Ohio's 2013 Category Performance in Review

By Superintendent Bruce Stevenson

To understand the liquor industry in Ohio, it's important to know what type of products customers are buying.

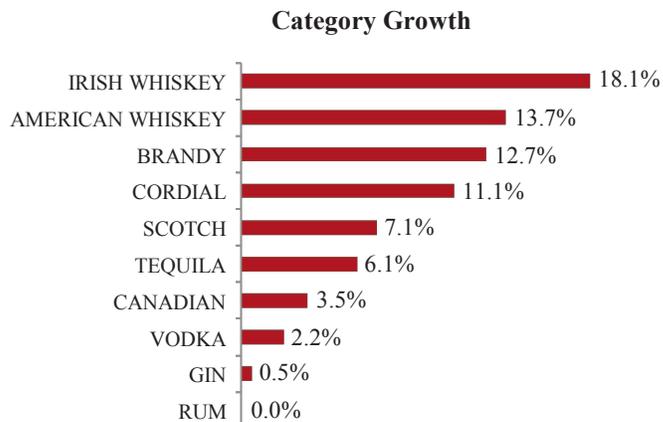
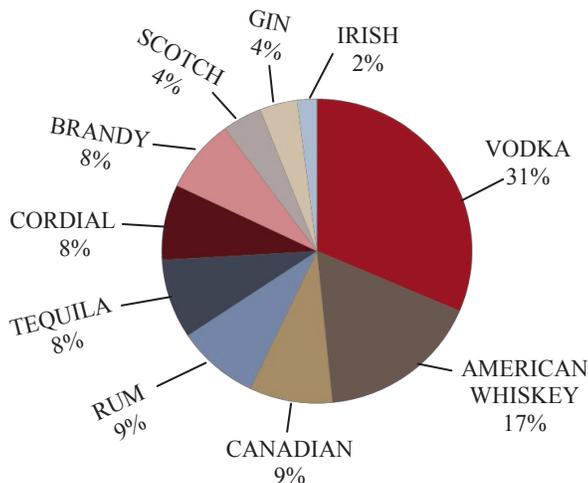
It can sometimes be difficult to keep up in an ever evolving market with innovative new items being introduced constantly. We have looked at the data for 2013 and want to share information about some of the trends that helped account for the sales growth realized last year.

The chart below illustrates the percentage of sales by spirits category. Vodka and American Whiskey were the largest pieces of the pie, combining to account for almost 50 percent. These two categories were followed by Rum and Canadian Whisky, which were both at nine percent.

The category that experienced the most growth in 2013 was Irish Whiskey at 18.1 percent. American Whiskey also showed significant growth at 13.7 percent. You can see by the figures that American Whiskey is becoming very popular, including the products made here in Ohio by the many micro-distilleries. This category is driving more than 35 percent of Ohio's total growth.

Many of the new products that account for much of the growth are various flavored items. The vodkas came first, but now there are new flavored whiskeys, tequilas and rums. The top five flavors in 2013 were the following: spiced, herbal, peach, orange and cinnamon.

We are proud of the performance of last year, but with the help and cooperation of our industry partners and Contract Liquor Agencies, we expect more great things in 2014.



**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!

Irish Mist Irish Whiskey

Brand Code: 4891B

The first global whiskey brand to have the word “Irish” actually in its name. Irish Mist Whiskey plays off the flavorful recipe of the original liqueur. It is bright amber in color with a deep palate filled with hints of warm honey, creamy toffee and a smooth, mellow finish. A blend of four year old whiskeys that have been triple distilled and patiently aged in American oak casks delivers rich aromas of raisins, vanilla, pear and soft spice to this hand-crafted whiskey.



Hornitos Black Barrel Tequila

Brand Code: 8744B

It is 100% Agave Anejo tequila. It is the first tequila to be doubly matured in barrels made of American oak in the Scotch manner. Aged like bourbon, whiskey or scotch in Oak barrels for about a year or more, the deep roasting used in Scottish Whisky barrels give Hornitos Black Barrel its rich and complex scents, woody, spicy and smoky notes, however still allowing the tequila to retain its body and character to conserve its agave flavor.



Skyy Infusions Vanilla Bean

Brand Code: 8981L



SKYY Infusions Vanilla Bean Vodka is anything but plain old vanilla. It features decadent notes of creamy soft vanilla, luscious white chocolate and slightly toasted caramel to tease the senses. This smooth new infusion delivers a sexy, indulgent treat reminiscent of the finest, rich vanilla bean ice cream, capturing a favorite flavor in cocktail form.



Jameson Black Barrel

Brand Code: 5071B

Jameson Black Barrel is the latest and most exciting release from the most dynamic Whiskey brand in the US! Rich pot still whiskey and a rare small batch grain whiskey matured in flame charred black barrels. Distilled in small batch quantities on just one occasion each year.

Featured Product

Templeton Rye

Brand Code: 9183B

When prohibition outlawed the manufacture and sale of alcoholic beverages in 1920, many enterprising residents of tiny Templeton, Iowa, population 350, came together to create an American classic known as Templeton Rye Whiskey, or "The Good Stuff" to those in the know.

Over the course of its storied history, Templeton Rye became Al Capone's whiskey of choice, quickly finding its way to the center of his bootlegging empire. Speakeasies in Chicago, New York and as far west as San Francisco poured Templeton Rye as the "Best Whiskey in the House". Later legends suggest that a few bottles even found their way inside the walls of Alcatraz to the cell of prisoner AZ-85.





Agency Info



New Spirits Listings MARCH 2014

Code	New Items
0415B	BACARDI MANGO FUSION
0918D	BLACK VELVET TOASTED CARAMEL
1372B	BOOKER'S 25TH ANNIVERSARY
1613E	BLACK VELVET 200ML
2524B	DEEP EDDY SWEET TEA VODKA
2665B	DEVOTION BLACK & BLUE VODKA
2666B	DEVOTION BLOOD ORANGE VODKA
2667B	DEVOTION COCONUT VODKA
2668B	DEVOTION COSMO (CITRUS) VODKA
2669B	DEVOTION WILD CHERRY VODKA
2670B	DEVOTION VODKA
2877D	E&J XO BRANDY
2915B	EL JIMADOR REPOSADO GIFT
3012B	FINLANDIA COCONUT VODKA
3094B	FULL THROTTLE S'LOONSHINE - APPLE
3095B	FULL THROTTLE S'LOONSHINE - BLACKBERRY
3096B	FULL THROTTLE S'LOONSHINE - PEACH
3098B	FULL THROTTLE S'LOONSHINE - PLATINUM
5005B	JACK DANIEL'S 2 YR RESTED TENNESSEE
5221B	JOHNNIE WALKER BLUE KING GEORGE V
5365M	RED EAGLE DISTILLERY VODKA 80
5992B	LOT 40 CANADIAN WHISKY
6055B	MAISON LEBLON RESERVA ESPECIAL

6118D	MARGARITAVILLE SILVER
6219B	MARNIER COGNAC XO
6721B	NEW AMSTERDAM ORANGE
6722B	NEW AMSTERDAM PINEAPPLE VODKA
7703B	OYO HONEY VANILLA BEAN VODKA
8421B	RIAZUL TEQUILA PLATA
8626B	RUSSELL'S RESERVE SINGLE BARREL

Top 20 Growth Brands 2013

Rank	Brand	Category
1	FIREBALL CINNAMON	CORDIAL
2	NEW AMSTERDAM PEACH	VODKA
3	HENNESSY V S	BRANDY
4	TITOS HANDMADE	VODKA
5	NEW AMSTERDAM VODKA	VODKA
6	JAMESON	IRISH
7	1800 SILVER	TEQUILA
8	REMY MARTIN V	BRANDY
9	PATRON SILVER	TEQUILA
10	CROWN ROYAL MAPLE	CANADIAN
11	NEW AMSTERDAM BERRY	VODKA
12	MAKERS MARK	AMERICAN WHISKEY
13	JACK DANIELS TENN HONEY	AMERICAN WHISKEY
14	CROWN ROYAL	CANADIAN
15	JACK DANIELS	AMERICAN WHISKEY
16	CLEVELAND BLACK RESERVE	AMERICAN WHISKEY
17	BULLEIT	AMERICAN WHISKEY
18	WOODFORD RESERVE	AMERICAN WHISKEY
19	CIROC PEACH	VODKA
20	REMY MARTIN 1738 RYL	BRANDY

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

Drink Recipes

“SKYY Vanilla White Russian”

- 3/4 oz. Milk or Cream;
- 3/4 oz. Coffee Liqueur;
- 1 1/2 oz. **SKYY Infusions Vanilla Bean Vodka.**

Preparation: Mix the vodka and coffee liqueur together then float the cream on top. Add ice if de-



“Lunar Leprechaun”

- **Olmecca Tequila;**
- melon liqueur;
- triple sec;
- lime juice and a lime wheel garnish.



“Irish Eyes”

- 1 oz. **Irish Mist Whiskey;**
- 1/4 oz. green crème de menthe;
- 2 oz. cream;
- Maraschino cherry for garnish.



Preparation: Pour the ingredients into a cocktail shaker with ice cubes. Shake well. Strain into an old-fashioned glass. Garnish with the maraschino cherry.



“The Berried Treasure”

- 1 1/2 oz. **New Amsterdam Red Berry Vodka;**
- 3/4 oz. lemonade;
- 3/4 oz. white crème de cacao.

Preparation: Combine all ingredients in shaker. Shake with ice. Strain into a martini glass. Garnish with a lemon peel.

Drink Responsibly.
Drive Responsibly.



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**Department
of Commerce**

Division of Liquor Control

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