



▶ **FEATURED: BÄRENJÄGER HONEY & BOURBON.....2**



▶ **THE POGUES IRISH WHISKEY & MORE NEW ITEMS.....3**



▶ **NEW DRINK RECIPES.....4**

● Issue 3 ● Volume 4 ● March 2016

# Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

## Driving Dollar Sales Growth

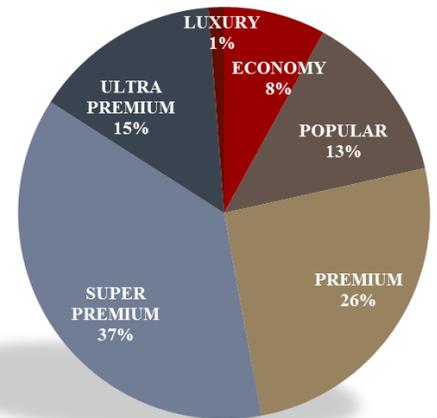
### Trading Up

The dollar sales of spirituous liquor reached a record level in 2015, totaling more than \$1 billion. This record was due in part to the continuing trend of Ohio consumers trading up and buying more premium, and above, brands. The sale of ultra premium, super premium, and premium products combined to account for 78 percent of total dollar sales in 2015 (see Share of Dollar Sales graph at right).

### Spirits Innovation Program (SIP)

In 2015, the SIP team reset 30 Contract Liquor Agencies including special requests, Agency transfers and relocations. Since the launch of SIP in 2013 a total of 193 Agencies have been reset. The reset Agencies experienced a 9.7 percent growth in dollar sales, and all of the reset Agencies combined to account for 48 percent of total liquor sales in Ohio (see table below).

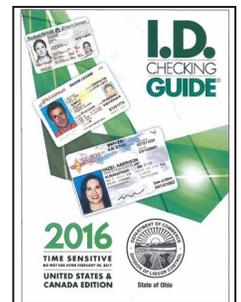
### Share of Dollar Sales



Type of Agency	Number of Agencies	Dollar Growth
SIP Reset	193	+ 9.7%
Not Reset	284	+ 7.5%

## New ID Checking Guides

Coming soon to all Contract Liquor Agencies are copies of the 2016 version of the ID Checking Guide. The most fundamental part of your social responsibility when selling alcohol is to make sure that all customers buying alcohol are of legal age. Protect your business and community by thoroughly checking the ID of anyone attempting to buy alcohol that looks too young, or that you suspect may be under 21. This booklet is a valuable resource to help employees determine what a valid ID looks like. Remember, the human factor is still the most important tool in preventing underage drinking.



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!



## The Pogues Irish Whiskey

**Brand Code: 8312B**

As you would expect, The Pogues Irish Whiskey has as much character as the band itself. Made from a fine blend of grain and single malt Irish whiskey; this mighty drink has an aroma of malts and cracked nuts, with a sweet taste and a smooth intense flavor.

## Bushmill's Black Bush Irish Whiskey

**Brand code: 0908B**

Bushmills Black Bush Irish Whiskey combines a high amount of malt whiskey matured in former Oloroso Sherry casks, with a sweet, batch-distilled grain whiskey. This unique recipe means Black Bush has rich, fruity notes and a deep intense character, balanced by an incredibly unique smoothness. It's best enjoyed neat, or over ice.



## Old Forester Bourbon 1870 Original Batch

**Brand Code: 6923B**

Develop a permanent line extension series that communicates Old Forester's rich history and heritage. Each expression in the series will be based on a specific important point in the history of Old Forester and will represent the bourbon at that point in history. 1870 Original Batch honors the year Old Forester became America's First Bottled Bourbon.

## Ciroc Apple Vodka

**Brand Code: 2046M**

Ciroc Apple is distilled five times to ensure high quality. The spirit is masterfully infused with a distinctive blend of apple and other natural flavors, resulting in a taste experience that is lusciously different and elegantly smooth. Enjoy on the rocks, as a shot or mixed in your favorite cocktail.



### Featured Product



## Bärenjäger Honey & Bourbon (Brand Code: 0549B)

## Bärenjäger Honey Liqueur (Brand Code: 0552B)

Dating back to 15th century Germany, this honey liqueur recipe was originally concocted to lure bears out of their dwellings by hunters & fur trappers. Originally called Bärenfang ('Bear Trap'), this drinkable honey was not only enticing to the bear, but soon became the beverage of choice to the bear hunter as well. This highly alluring concoction has since been refined to be the premium liqueur that exists today. Made with the highest concentration of all-natural honey, Bärenjäger is in a class of its own.

Also available is Bärenjäger Honey & Bourbon, a delicious blend of premium honey liqueur infused with American bourbon whiskey.

All product descriptions provided by manufacturers.



# Agency Info



## System Maintenance Schedule for 2016

Routine system maintenance is scheduled to be performed on the third weekend of every month (normally beginning on Friday at 11 p.m.). Below are the dates for these maintenance weekends for the rest of 2016. This schedule will allow Agencies more time to prepare. If there are any requirements that create any significant need to change the date and/or expected outage time, the Division will provide as much advance notice as possible.

- April 15-17
- May 20-22
- June 17-19
- July 15-17
- August 19-21
- September 16-18
- October 21-23
- November 18-20
- December 16-18

## Warehouse Audit Schedule and Rush Orders

### Cincinnati warehouse closed for audit – April 1<sup>st</sup>:

Rush Orders submitted after 8:00 a.m. Thursday, March 31<sup>st</sup> – April 3<sup>rd</sup> will be processed Monday, April 4<sup>th</sup> for delivery by Tuesday, April 5<sup>th</sup>. Trucking will contact you with the day/time of your delivery.

### Columbus warehouse closed for audit – April 18<sup>th</sup>:

Rush Orders submitted after 8:00 a.m. Friday, April 15<sup>th</sup> – April 18<sup>th</sup> will be processed Tuesday, April 19<sup>th</sup> for delivery by Wednesday, April 20<sup>th</sup>. Trucking will contact you with the day/time of your delivery.

### Cleveland warehouse closed for audit – April 29<sup>th</sup>:

Rush Orders submitted after 8:00 a.m. Thursday, April 28<sup>th</sup> – May 1<sup>st</sup> will be processed Monday, May 2<sup>nd</sup>, for delivery by Tuesday, May 3<sup>rd</sup>. Trucking will contact you with the day/time of your delivery.

## New Spirits Listings MARCH 2016

Code	New Items	Type
0897B	BIRD DOG JALAPENO HONEY FLAVORED WHISKEY	BOURBON
1986B	CHINACO REPOSADO AGAVE TEQUILA	TEQUILA
2046M	CIROC APPLE	VODKA
2083B	CLEVELAND UNDERGROUND APPLE	BOURBON
2084B	CLEVELAND UNDERGROUND HICKORY	BOURBON
2085B	CLEVELAND UNDERGROUND HONEY LOCUST	BOURBON
2088B	CLEVELAND UNDERGROUND SUGAR MAPLE	BOURBON
2897M	EFFEN VODKA	VODKA
3671B	GLENMORANGIE MILSEAN GIFT BOX	SCOTCH
4723B	HOCKING HILLS MOONSHINE BLACKBERRY	BLEND
4724B	HOCKING HILLS MOONSHINE GRANNY APPLE	BLEND
4725B	HOCKING HILLS MOONSHINE PEACH	BLEND
4726B	HOCKING HILLS MOONSHINE RASPBERRY	BLEND
4727B	HOCKING HILLS BUCKEYE LIGHTNING	BLEND
4728B	HOCKING HILLS 90	BLEND
5318B	KARATE COWBOY GINGER MINT	CORDIAL
8315B	PLANTATION ORIGINAL DARK	RUM
8382B	REDEMPTION RYE	RYE
8949B	SMIRNOFF SOURCED RUBY RED GRAPE-FRUIT	VODKA
8950B	SMIRNOFF SOURCED CRANBERRY APPLE	VODKA
9351B	TWENTY GRAND APPLE	CORDIAL

## Drink Recipes



### Cîroc Appletini

- 1.5 oz. CÎROC Apple
- 0.75 oz. fresh lemon juice
- 0.75 oz. Simple Syrup

**Directions:** Combine ingredients in a shaker with ice. Shake well and strain into a chilled coupe glass. Garnish with apple slices.

### The Ginger Bear

- 1½ parts Bärenjäger Honey & Bourbon
- ½ part fresh lemon juice
- ginger beer

**Directions:** Pour Bärenjäger Honey & Bourbon and lemon juice into a tall glass with ice. Fill with ginger beer and garnish with a lemon slice.



### The Honey Badger

- 1 part Rum Chata
- 2 parts Jack Daniel's Tennessee Honey

**Directions:** Shake ingredients with ice and strain into a shot glass.



### Cranberry Apple and Soda

- 2 oz. Smirnoff Sourced Cranberry Apple
- 3 oz. soda water

**Directions:** Pour over ice, then top with soda water.

Drink Responsibly.  
Drive Responsibly.



Follow us on  
Twitter @ohioliquor



Department  
of Commerce

Division of Liquor Control

[www.com.ohio.gov/liqr](http://www.com.ohio.gov/liqr)

An Equal Opportunity Employer and Service Provider

## 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.ohio.gov](mailto:web.liqr@com.ohio.gov)

Bruce Stevenson, Superintendent  
Harry Knight, Chief Operating Officer  
Tom Kappa, Chief, Agency Operations  
Matt Mullins, Editor, [matt.mullins@com.ohio.gov](mailto:matt.mullins@com.ohio.gov)