



▶ **FEATURED: 451 SPIRITS, OHIO'S FIRST ABSINTHE...2**

● Issue 5

● Volume 4

● May 2016



▶ **MEET NEW ADDITIONS TO LEADERSHIP TEAM.....1 & 3**



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

Ohio Spirits *Insider*

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Five Things Liquor Agencies Need to Know About LMP

1. Phase II of the Liquor Modernization Project (LMP) will optimize the Microsoft platform that was launched in early 2015. Leveraging this modern technology will make it easier for you to operate your business. This will help you provide even better service to the customers who shop in your store and ensure you have the products they want to purchase on hand.
2. Your feedback throughout the entire project is necessary to make sure the system meets your needs and benefits the liquor enterprise. Agency feedback has taken several forms, including small group meetings with a representative group of agencies, telephone calls, and agency visits. Watch for more ways to provide feedback – and please participate!
3. You'll see several benefits of Phase II, including access to more robust reporting. Also, near real-time sharing of information will allow the liquor enterprise to know what products are where.
4. Right now, the Analysis Phase is almost complete. In this phase, the system requirements – or what the different users need the system to do in order to keep their business running – were validated. In the next phase – the Design Phase – those requirements will be used to configure the system to meet the needs of Ohio's liquor enterprise. The Design Phase is expected to last through early fall.
5. You will have support as these changes are rolled out. Tools to support you will be developed, including training sessions, job aids and other communication tools. Your feedback will be used to develop these tools.

If you have questions about LMP or any other Division of Liquor Control project or issue, please contact:

Amanda Hill, Director of Stakeholder Relations,
Ohio Department of Commerce-Division of Liquor Control
614-644-7187 Amanda.Hill@com.ohio.gov

Lorraine Terry, Stakeholder Relations Manager, JobsOhio
Beverage System: 614-300-1385 terry@jobs-ohio.com

New Additions to Leadership Team

Gerry O'Neil, Director of Agency Operations



The Ohio Department of Commerce is pleased to welcome Gerry O'Neil as the new Director of Agency Operations for the Division of Liquor Control (Division). He will be replacing Tom Kappa, who is retiring this month. In this role, Gerry is responsible for all Agency Op-

erations' issues, including inventory management and auditing, new product placements, the Liquor Agency transfer processes, and review of new Liquor Agency applications.

Gerry has worked in supply chain operations for nearly 25 years. He began his career as a supervisor with the Anheuser-Busch Columbus brewery. Throughout his time there, he managed all areas of the Beer Packaging and Shipping department. He also served in the Anheuser-Busch Human Resources department, focusing primarily on Labor Relations. During his tenure at Anheuser-Busch, Gerry was part of the successful implementation of the first automated warehousing system in the company. After Gerry retired

See Leadership 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!

Maker's Mark American Pharaoh

Brand Code: 6052L

Painted bottle design features American Pharaoh silk design and colors, along with "2015 Grand Slam Winner" copy.



Wild Turkey Decades

Brand Code: 9663B

LIMITED TIME OFFER: Barrels for this limited release were chosen from the center and upper floors of Wild Turkey's McBrayer Rickhouse. This harmonious mingling of liquid results in an extraordinarily enjoyable whiskey with the finesse and deep character of older bourbon, anchored by the bold, balanced, and vibrant backbone of younger bourbon. Unique Item – a combination of Wild Turkey 10-year and 20-year Bourbon.



Popcorn Sutton Barrel Finished

Brand Code: 8309B



LIMITED EDITION: Original 100-year-old recipe made in 100% copper stills and aged in new oak American barrels for three years. Popcorn Sutton won a gold medal at The American Whiskey Masters Competition in 2015. It is complex and smooth with a rich, deep brown color with no caramel color or grain neutral spirit added. It has a heavy wood influence, modest vanilla, and a touch of charred popcorn.

Three Olives Pink Grapefruit

Brand Code: 9286B

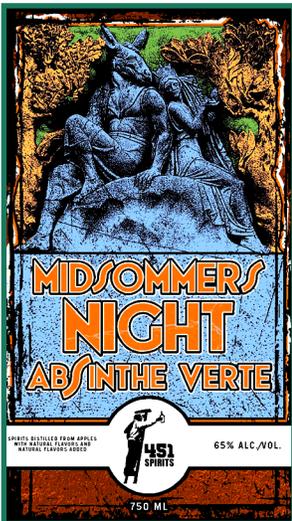


Three Olives Pink Grapefruit is made with English winter wheat and demineralized water. It is quadruple distilled and triple filtered before being infused with pink grapefruit flavor. The aroma is fresh peeled grapefruit and juicy orange.

Featured Product

Midsommers Night Absinthe Verte

Brand Code: 6594B



Midsommers Night Absinthe is made by 451 Spirits located in the Clintonville area of Columbus, Ohio. It is the first Ohio-produced Absinthe. Apple brandy made from Ohio apples is its base. It uses a combination of wormwood, fennel, anise plus additional spices to make it a smooth and refreshing drink. This absinthe is great with just enough water for a proper louche and does not require additional sugar when serving. La Louche is when you add water until the absinthe turns a milky color with no absinthe left unclouded.

Other products made by 451 Spirits include Dear Johnny Whiskey (2512B) distilled with smoked apples and Writers Block (9650B) mint lime rum. 451 Spirits uses a traditional pot still and always real ingredients. Ohio apples are smoked and redistilled in the whiskey with the apples in the still. Their mint lime rum is distilled with mint and lime in the still as well. The result is a rich but subtle complexity to the spirits without the sweetness of flavor additives.

All product descriptions provided by manufacturers.



Agency Info



(Leadership continued from page 1)

from Anheuser-Busch, he gained exposure to the retail sales world as Assistant Branch Manager with HD Supply White Cap, a construction supply company focused on the concrete and masonry industries. Gerry holds Bachelor's and Master's degrees in Business from Franklin University, and a law degree from Capital University.

What are you looking forward to in your new position?

First and foremost, I am looking forward to being part of this team that shares a vision to responsibly improve the Liquor Enterprise operation in Ohio. This includes working closely with Division employees and our external customers to provide a world class retail/supply chain operation. In my short tenure here, I can see that we have talented people with the knowledge and skills to make that happen.

What are some immediate opportunities you will address?

My first task is to understand the unique role the Division plays in the industry and to get to know our key partners. My immediate focus is on the stability of the current system and preparing our Liquor Agencies and warehouses for Phase II of the Liquor Modernization Project.

What are your expectations going forward?

As we move forward with the Liquor Modernization Project, my focus will be on working with all of our key partners for continuous improvements to Agency operations. This will include agents, suppliers, service providers and our employees working together to provide the highest quality products and services in the most efficient manner possible.



Amanda Boros Project Manager

The Ohio Department of Commerce is pleased to welcome Amanda Boros as the new Project Manager for Phase II of the Division of Liquor Control's

(Division) Liquor Modernization Project (LMP). In this role, Amanda is responsible for on-going development and implementation of the Microsoft AX platform.

Amanda has extensive experience in project management and logistics (warehousing and distribution). She began her career with Anheuser-Busch's Columbus Brewery, where she supervised both warehousing and production lines, and implemented their Warehouse Management System software. She was promoted to Operations Manager of the Louisville, KY distributor. Amanda returned to Ohio to work for Target's Regional Distribution Network as a Facilities Manager, and then a Warehousing/Break Pack Manager. Prior to joining the Division, Amanda worked for the Glazers Distributors team as a Project Manager, overseeing the Ohio territory, with particular emphasis on the company-wide SAP implementation. Amanda holds bachelor's degrees in Marketing, Human Resources, Operations Management, and Supply Chain/Transportation Logistics from The Ohio State University.

What are you looking forward to in your new position?

I'm excited about optimizing the platform and looking forward to seeing the positive effects on key partners and the Division of Liquor Control.

What are some immediate opportunities you will address?

Some immediate opportunities I see are organizing and streamlining various business processes to fit the needs of the Division and its key partners. Also, applying analysis and metrics to aid in the improvement of current processes.

What are your expectations going forward?

My goal is to provide a final Enterprise Resource Planning System that will benefit the liquor business by increasing accuracy and efficiency, as well as simplifying processes.

Drink Recipes

Lemonades & Punches made with Bacardi



Drink Responsibly.
Drive Responsibly.



Follow us on
Twitter @ohioliquor



Department of Commerce

Division of Liquor Control

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
Email: web.liqr@com.ohio.gov

Bruce Stevenson, Superintendent
Harry Knight, Chief Operating Officer
Gerry O'Neil, Chief, Agency Operations
Matt Mullins, Editor, matt.mullins@com.ohio.gov

New Spirits Listings MAY 2016

Code	New Items	Type
0190B	ARDBEG DARK COVE	SCOTCH
0461H	HENNESSY VS 2016 FLASK VAP	COGNAC
0721B	SOUTHERN COMFORT GIFT (W/SHOT LANYARDS)	BOURBON
0800B	BELL DE BRILLET PEAR LIQUEUR	CORDIAL
0828B	BELVEDERE GIFT (2016 MARTINI VAP)	VODKA
0868B	BIRD DOG KENTUCKY BLENDED WHISKEY	BLEND
1373B	BOOKER'S RYE LIMITED EDITION	RYE
1738B	CANADIAN CLUB RYE	CANDIAN
1849B	CAZADORES REPOSADO GLASS PACK	TEQUILA
2676B	DEWAR'S 12 GLASS PACK	SCOTCH
2969B	EH TAYLOR SEASONED WOOD	BOURBON
2988B	ESPOLON ANEJO X	TEQUILA
3512B	GENTLEMAN JACK GIFT (W/JIGGER)	BOURBON
3669B	GLENMORANGIE GIFT (2 GLASS FATHER'S DAY MIRRORS)	SCOTCH
4075B	HENNESSY VSOP GIFT (2 GLASS FATHER'S DAY VAP)	COGNAC
4981B	JACK DANIEL'S TENNESSEE HONEY GIFT (W/CARTON & GLASS)	BOURBON
5006B	JACK DANIEL'S BLACK LABEL GIFT (W/2 GLASSES)	BOURBON
5267B	MIDNIGHT MOON CINNAMON	BLEND
5371B	KENTUCKY HAND MADE SINCE 1890	BOURBON
5481B	KRAKEN BLACK 70	RUM
5536B	LAPHROAIG LORE	SCOTCH
6052L	MAKER'S MARK AMERICAN PHARAOH	BOURBON
6562B	MICHTER'S LIMITED RELEASE SINGLE BARREL 10 RYE	RYE
6594B	MIDSOMMERS NIGHT ABSINTHE	CORDIAL
6758B	O K I ANTIQUE FINISH BOURBON	BOURBON
8222E	PINNACLE SUMMER TRIAL PACK	VODKA
8309B	POPCORN SUTTON BARREL FINISHED	BOURBON
8341B	PURA VIDA ANEJO	TEQUILA
9286B	THREE OLIVES PINK GRAPEFRUIT	VODKA
9287B	TRES AGAVES BLANCO GIFT (MARGARITA VAP)	TEQUILA
9304B	TRAILS END BOURBON	BOURBON
9429B	VICOMTE	SCOTCH
9663B	WILD TURKEY DECADES	BOURBON