

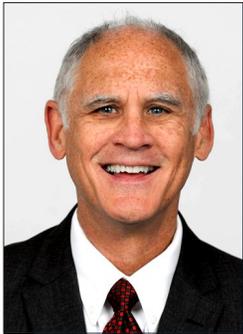


Ohio Spirits Insider

Monthly Update from the
Ohio Division of Liquor Control

Issue 9 • Volume 3 • October 2016

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Holiday Gift Packs and VAPs Now Available

By Gerry O'Neil, Chief of Agency Operations

The Division of Liquor Control is anticipating another successful holiday season this year with specialty gift items and products, which are perfect for the fall season and a long-standing tradition for the liquor industry. Each year at this time, suppliers make a variety of these gift-giving ideas available for Ohio consumers.

Fall and the holidays always bring out new options. This year, we are seeing growth in items such as Crown Royal flavors and small batch American Whiskey, while bourbons and craft spirits continue to be hot sellers.

Suppliers submitted products in July that were tailored toward the holidays. After reviewing these products, the Division selected items that include a range of brands and prices that have the potential to appeal to Ohio consumers celebrating the holiday season.

For the 2016 holiday season, 56 holiday gift packs were selected for sale in Ohio's contract liquor agencies. These value-added gift packs include not only the particular brand of liquor, but also contain distinctive accessories and other collectables such as glass-

es, snifters, shakers, flasks and decanters. Prices range from \$10 to \$90. The distribution of holiday gift products to our contract liquor agencies is determined based on past sales of these types of items and special requests for particular products.

The Division seeks to offer a diverse selection of holiday products that meet and exceed the needs of all Ohio consumers, continuing a holiday tradition of providing Ohio's adult consuming public a variety of seasonal products and a high level of customer service.

With the many celebrations that are part of the holiday season, it is critical that all businesses selling alcohol practice safe, legal and responsible sales. Educate and train your employees to prevent sales to anyone who is intoxicated or underage. Make a commitment to taking proactive measures to help make this a safe holiday season for everyone. Please visit our website at www.com.ohio.gov/liq for a list of new products, holiday gift items and social responsibility resources.



**John R. Kasich, Governor
State of Ohio**

**Jacqueline T. Williams, Director
Ohio Department of Commerce**

**Bruce Stevenson, Superintendent
Division of Liquor Control**



Agency Info

Manage and grow your business



Receiving Orders

By Gerry O'Neil, Chief of Agency Operations

Our trucking partners work very hard to deliver your orders in an efficient and timely manner. Please work with them to minimize shipping errors and streamline your receiving process. It is very important to check in the products accurately. Be sure to note any discrepancies on the paperwork and make corrective entries in the Agency Portal. Report errors to your auditor on their next visit.



Spirits Smarts

New products, hot items, rebates, recipes & more

Always promote safe & responsible consumption!

Jim Beam White w/glasses

Brand Code: 5114B

220 years of experience goes into every bottle of Jim Beam, along with corn, rye, malted barley, water, time, pride and, of course, true passion. So what goes into this gift set? A bottle of Jim Beam's classic bourbon, as well as two beautiful glasses etched with the distinctive Jim Beam logo. It's a set as timeless as Jim Beam itself, and a winning combination for any bourbon lover in your life.



Pinnacle Punch Dispenser

Brand Code: 8218B

Though perhaps better known for their wide variety of flavored vodka offerings, the original Pinnacle Vodka is five-times distilled for a noticeable smoothness. Whether it's in a shot, mixed drink, or cocktail, Pinnacle is vodka at its peak. Packaged in a convenient punch dispenser, it's sure to get your next holiday party started.



Jägermeister Gift (Mobile Phone Amplifier)

Brand Code: 5054B

Made of 56 (mostly) secret ingredients, Jägermeister is a classic spirit that is much beloved by fans the world over. So what could make a better gift than a bottle of ice cold Jägermeister? A bottle and a mobile phone wood amplifier!



Grey Goose 1.75L w/martini glasses

Brand Code: 3914D

There are few cocktails that have the same elegance and simplicity as the vodka martini. This gift set contains a 1.75 liter bottle of Grey Goose vodka and two martini glasses, and makes for a classy way to wish someone a Merry Christmas or a Happy New Year.



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New Items

New products, hot items, rebates, recipes & more

New Spirits Listings October 2016

Code	Product	Type
3907E	Grey Goose 50ml (Multi Pack)	Vodka
3914D	Grey Goose 1.75L (Martini Glasses)	Vodka
4077B	Hennessy VSOP Privilege W/2 Glasses	Brandy
4085B	Hennessy VS W/50ml VSOP Chain	Brandy
4103B	Hennessy XO W/2 Glasses	Brandy
4975B	Jack Daniels Tennessee Fire Gift (W/2 Glasses)	Bourbon
4976B	Jack Daniels 150th Anniversary Accessible	Bourbon
4977L	Jack Daniels 150th Anniversary Super Premium	Bourbon
4978E	Jack Daniels Family Of Brands	Bourbon
4980B	Jack Daniels Masters Distillers Series 4	Bourbon
4981B	Jack Daniels Tennessee Honey W/ Carton & Glass	Bourbon
4989B	Jack Daniels Holiday Carton & Glass	Bourbon
5021H	Smirnoff Vodka	Vodka
5054B	Jagermeister Gift (Mobile Phone Amplifier)	Cordial
5082H	Jameson Trilogy	Irish
5114B	Jim Beam White W/glasses	Bourbon
5238B	Jose Cuervo Gold W/1L Classic Margarita Mix	Tequila
5255B	Jose Cuervo Silver W/1L Classic Margarita Mix	Tequila

Code	Product	Type
5269B	Midnight Moon Cran-Apple Pie	Blend
5474B	Kraken Rum W/ Tiki Glass	Rum
5479B	Knob Creek W/2 Glasses	Bourbon
6063M	Makers Mark Combo Pack	Bourbon
6561B	Michters American Whiskey	Bourbon
6707B	New Amsterdam Apple 750ml	Vodka
6920B	Old Forester Birthday Bourbon 2016	Bourbon
7960B	Paul Masson Pineapple Grande Amber	Brandy
8218B	Pinnacle Punch Dispenser	Vodka
8219E	Pinnacle Candy Cane	Vodka
8328B	Pyrat Rum (Book Display Box)	Rum
8388B	Remy Martin VSOP Glass Pack	Brandy
8429B	Renaissance Artisan Distillers Rum - Barrel Aged	Rum
8579B	Royal Brackla	Scotch
8921B	Senior Rye Whiskey	Ry
9085D	Smirnoff Kissed Caramel	Vodka
9303B	Three Olives W/3-50mls	Vodka
9334B	Tullamore Dew 14	Irish
9436B	Vin & Petal Gin	Gin
9665B	Woodford Reserve Master Collection Brandy Finish	Bourbon
9694B	Woodford Reserve W/ Glass	Bourbon



Recipes

Vampire's Kiss

- 2 oz. raspberry vodka
- 2 oz. Chambord raspberry liquor (black raspberry liqueur)
- 3 oz. cranberry juice



Directions: Put ice and water in martini glass to chill. Put all ingredients in cocktail shaker with ice and shake it. Dump ice/water from glass. Strain into martini glass and enjoy!

Plundering Pumpkin

- 1 oz. **Captain Morgan Original Spiced Rum**
- 3 oz. Pumpkin Beer
- 1 oz. Ginger Beer
- Clementine Garnish (You can carve it to look like a Jack-o-Lantern)



Directions: Combine ingredients in a tall glass filled with ice. Garnish and stir.

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Department
of Commerce

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Warehouse Inventory Reduction

As part of the evolving liquor enterprise in Ohio, it is necessary to perform a warehouse inventory reduction and optimize the inventory available within the Contract Liquor Agencies. This reduction is occurring ahead of the holiday selling season to ensure the warehouses have space to accept Value Added Packages (VAP) and holiday-level inventory.

[Please review the complete list of SKUs](#) on the Liquor Agency Training website that will be removed from the warehouses. These slow-moving products, representing only 4% of sales in Ohio, will no longer be shipped from the warehouse or available for ordering. The Division of Liquor Control's (DOLC) intention is to sell through the existing inventory that is presently within the Agencies. Agencies should identify their wholesale account needs and, if they have a wholesale account that orders products from this list, submit a transfer requisition. DOLC will make every effort to transfer the products between Agencies to meet customers' needs. Wholesale customers that order these products should be aware of these changes and plan for additional time to receive these products.

If you have any questions, please email Bill Nicholopoulos, DOLC Statistics Clerk, at Bill.Nicholopoulos@com.state.oh.us.

Agencies can refer to the [Agency Training Manual](#) and the [Agency Training video about transfer orders](#) for general instructions on product transfers.