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Ohio Spirits *Insider*

**MONTHLY UPDATE FROM THE
OHIO DIVISION OF LIQUOR CONTROL**

New Items and Special Holiday Gift Packs

By Bruce Stevenson, Superintendent



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, a long-standing tradition for the liquor industry.

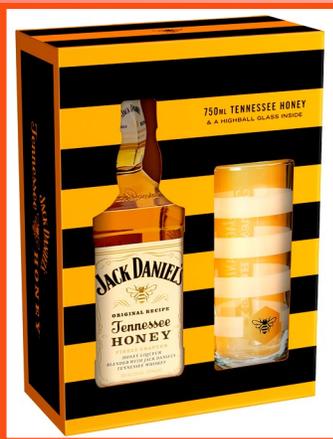
Each year at this time, suppliers make a variety of these gift-giving ideas available for Ohio consumers.

Fall and the holidays always bring out new options. This year, we are seeing growth in items like Fireball and Hennessy VS, while bourbons and craft spirits continue to be hot sellers.

Suppliers submitted products in July that were tailored towards 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 2015 holiday season, 56 holiday gift packs, totaling 22,500 cases of different types and brands of spirituous liquor, were selected for sale in Ohio's con-

tract 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 glasses, snifters, shakers, flasks and decanters. Prices for all the holiday items range from approximately \$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/liqr 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**



Spirit Smarts

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

Always promote safe sales & responsible consumption!



Kraken Black Spiced Rum Gift

Brand Code: 5487B



Bird Dog Apple Whiskey

Brand Code: 0895B

Bird Dog Chocolate Whiskey

Brand Code: 0896B

Hennessy V.S.O.P Privilege Holiday VAP

Brand Code: 4077B

Hennessy V.S.O.P Privilege with a 50ml. bottle of Hennessy V.S.O.P Privilege.



Serpents Bite Apple Cider Whisky

Brand Code: 8940B



Featured Product



Belvedere Spectre 007 Vodka

Belvedere, the world's original luxury vodka, is delighted to collaborate in the promotion of *SPECTRE 007*, the highly anticipated 24th installment of the James Bond series, due for global release on November 6, 2015.

James Bond knows the difference, that's why he chooses Belvedere Vodka. With special offers, martini recipes, a strong TV and digital push as well as a robust advertising budget in 2015, Belvedere is set up to be a hot commodity for consumers. James Bond is the ultimate martini drinker and the ultimate man with style.



Limited Edition Bond Bottle – 0838B, 0838L, 0838D; Limited Edition Belvedere Vodka packaged in a Bond Shaker Tin – 0827B

All product descriptions provided by manufacturers.



Agency Info



Inventory Management for the 2015 Holiday Season

- ◆ Approximately 25 top-selling brands were selected for forced distribution. They will be added to your normal weekly deliveries beginning the last week of October and continue as needed throughout the holiday season.
- ◆ Please wait until mid-November before increasing your liquor orders significantly. Adjust your orders appropriately based on the brands and cases that are force allocated. High priced items that normally sell extremely well during the holidays may also be force allocated to a limited number of agencies.
- ◆ Agencies will need to review planned orders and submit requisitions on schedules different than normal ordering days. It is imperative that the updated schedules are followed as the Division of Liquor Control offices will not be open to handle any special concerns.
- ◆ Copies of schedules will be included in the mailing with the November pricing material. Please post these schedules for all liquor personnel so that orders are reviewed and submitted as required.
- ◆ All anticipated product need above and beyond the planned order should be requisitioned according to the revised holiday schedule, not through the rush order process. Rush orders are for emergency need only.
- ◆ A planning worksheet file will be included in pricing materials for November for your in-house order planning. The file shows December 2014 sales by brand. An asterisk next to a brand indicates zero inventory as of 12/31/14 and that more should probably be ordered for December this year. The worksheets are a planning tool for your use only.
- ◆ Orders and inventory levels will continue to be monitored. Beginning in mid-November, agents should increase the size of orders based on sales history for the previous (2014) holiday season.
- ◆ Agents have the option to place larger orders prior to Thanksgiving, Christmas, and New Year's so that you do not have to take a delivery during those busy weeks.
- ◆ Please notify your order clerk if you determine that you do not need a delivery during the holiday weeks.
- ◆ Please notify your order clerk of unusually large orders for brands not easily justified by 2014 sales (corporate sales, unusual wholesale sales activity, etc.).
- ◆ Ensure that all deliveries are received and sales are posted before creating orders.

New Spirits Listings OCTOBER 2015

Code	New Items	Type
0009B	ABSOLUT ELECTRICK (6 BLUE AND 6 SILVER)	VODKA
0043B	DISARONNO AMARETTO CAVALLI GIFT (W/2 GLASSES)	CORDIAL
0043E	DISARONNO AMARETTO CAVALLI GIFT (MIGNON GIFT PACK)	CORDIAL
0101B	ARDBEG 10 QUADRANT VAP (W/2 GLASSES)	SCOTCH
0146B	AMADOR WHISKEY 10 BARREL	WHISKEY
0374D	AVION SILVER	TEQUILA
0383B	AVION SILVER GIFT (W/4 SHOT GLASSES)	TEQUILA
0391B	BACARDI 8 GLASS PACK (W/2 ROCKS GLASSES)	RUM
0578B	BASIL HAYDEN GIFT (W/SHAKER)	WHISKEY
0744D	BEEFEATER GIFT (W/4 COASTERS)	GIN
0872B	BENROMACH 10	SCOTCH
0873B	BENROMACH PEAT SMOKE	SCOTCH
0896B	BIRD DOG CHOCOLATE	WHISKEY
1325B	BOMBAY SAPPHIRE GIFT (W/GLASS)	GIN
1472B	BRENNE SINGLE ESTATE	WHISKY
1714B	CANADIAN CLUB GIFT (W/GLASS)	WHISKY
1770B	CAPTAIN MORGAN CANNON BLAST	RUM
1776B	CAPTAIN MORGAN GRAPEFRUIT	RUM
1840B	CATDADDY CAROLINA MOONSHINE	WHISKEY
1849B	CAZADORES REPOSADO GIFT (W/2 SHOT GLASSES)	TEQUILA
1983B	CHILLED DILLS VODKA	VODKA
2006B	CHIVAS 18 TIN	SCOTCH
2008B	CHIVAS 12 GIFT (W/2 GLASSES)	SCOTCH
2014B	1800 SILVER TEQUILA GIFT (W/2 SHOT GLASSES)	TEQUILA
2070B	CLEMENT XO	RUM
2082B	CLEVELAND CHRISTMAS 2015	WHISKEY
2083M	CLEVELAND UNDERGROUND APPLE	WHISKEY
2084M	CLEVELAND UNDERGROUND HICKORY	WHISKEY

October new items continued on page 4.

Drink Recipes

Belvedere Spectre 007 Martini

- 2 oz. **Belvedere Vodka**
- .25 oz. dry vermouth
- .15 oz. Sicilian green olive brine
- 1 Sicilian green olive

Directions: Gently muddle olive in base of mixing glass. Add remaining ingredients and shake vigorously with ice. Double strain into a chilled martini glass and garnish with a single Sicilian green olive.



Bacardi Zombie



- 2 parts **Bacardi Superior Rum**
- 1 1/3 parts **Bacardi Gold Rum**
- 1 part triple sec
- 2 parts sweet & sour mix
- 2 parts orange juice
- 1 part grenadine

Directions: Shake ingredients with ice and pour into tall glass. Garnish with fresh fruit.

Drink Responsibly.
Drive Responsibly.

October new items continued from page 3.

Code	New Items	Type
2085M	CLEVELAND UNDERGROUND HONEY LOCUST	WHISKEY
2086M	CLEVELAND UNDERGROUND OLIVE	WHISKEY
2088M	CLEVELAND UNDERGROUND SUGAR MAPLE	WHISKEY
2170B	COINTREAU GIFT (W/MARGARITA KIT)	CORDIAL
2225B	COLD SPELL MINT WHISKEY	WHISKEY
2345B	COURVOISIER VSOP GIFT (W/GLASSES)	COGNAC
2394B	CROWN ROYAL GIFT (W/2 GLASSES)	WHISKY
2406B	LICOR 43 GIFT (W/2 COCKTAIL GLASSES)	CORDIAL
2445B	CRYSTAL HEAD GIFT (W/MARTINI SHAKER)	VODKA
2447B	CRYSTAL HEAD AURORA	VODKA
2515B	DEEP EDDY VODKA (W/3 50ML'S)	VODKA
2676B	DEWAR'S 12 GIFT (GLASS PACK)	SCOTCH
2786B	DRAMBUIE GIFT (W/2 GLASSES)	CORDIAL
2823B	COURVOISIER VS GIFT (W/GLASSES)	COGNAC
2882B	EAGLE'S PRIDE	WHISKEY
3051B	FLOR DE CANA CENTENTENIAL 18	RUM
3069B	FOUR ROSES SMALL BATCH GIFT (W/FLASK)	WHISKEY
3514B	GENTLEMAN JACK GIFT (W/GLASSES)	WHISKEY
3627B	THE GLENLIVET FOUNDERS RESERVE	SCOTCH
3644B	GLENLIVET GIFT (W/50ML 15 AND 18)	SCOTCH
3669B	GLENMORANGIE HOLIDAY MIRROR (W/GLASSES)	SCOTCH
3779B	GORDON AND MACPHAIL LINKWOOD 15	SCOTCH
3780B	GORDON AND MACPHAIL MORTLACH 15	SCOTCH

*This list is only a small sample of the new items listed for October. Please visit the Division's webpage to view the complete list: http://com.ohio.gov/documents/liqr_newProducts.pdf



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**Department
of Commerce**

Division of Liquor Control

www.com.ohio.gov/liqr

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