



▶ **FEATURED: KETEL ONE & 325 OF THE NOLET DISTILLERY2**



▶ **LMP STAKEHOLDER COMMUNICATIONS.....3**



▶ **LIST OF SEPTEMBER NEW ITEMS.....3**

● Issue 9 ● Volume 3 ● September 2015

Ohio Spirits Insider

MONTHLY UPDATE FROM THE OHIO DIVISION OF LIQUOR CONTROL

Liquor Control Hires New Chief Operating Officer



The Ohio Department of Commerce is pleased to announce the recent hiring of our Chief Operating Officer for the Division of Liquor Control (Division). Harry G. Knight joined the Division in September and will lead the Liquor Agency Operations team. Harry's background perfectly lends itself to the opportunities before us in the liquor sales industry. He

oversaw all areas of a 10-million-barrels-per-year brewery and a large distribution center, while directing a staff of over 175 employees. With Harry's knowledge, skills and extensive background as a business professional, leader and manager, combined with his experience in the beverage industry, he will play a key role as a member of the Commerce leadership team.

Harry has worked in supply-chain systems and food & beverage operations/distribution for more than 30 years. For most of that time, Harry worked for Anheuser-Busch and later on for Kroger. He started with Anheuser-Busch as an hourly employee in the Williamsburg, Virginia brewery. His career eventually encompassed all areas of beer packaging and shipping, with the last eight years being responsible for the warehousing and distribution operation at the Columbus, Ohio facility. During his time working for Kroger, Harry was responsible for the floor to ceiling operation of a one million square foot distribution center that services more than 270 Kroger banner stores in Ohio, Michigan, and West Virginia.

Here's a brief Q & A with Harry to get his perspective of the new job after his first week as Chief Operating Officer

for the Division of Liquor Control:

How do you feel about joining the Division?

Not only am I extremely excited about the opportunity given to me by Director Williams and the Department of Commerce, I'm honored to be serving the state of Ohio in such a key role. Public service has always been something that I wanted to do and this is really fulfilling a life-long ambition. I'm humbled to be a part of this great team.

What are you looking forward to as Chief Operating Officer for the Division?

I always look to the leadership development opportunities within an organization as a great challenge. Being able to be an enabler to others' success, which in turn drives the success of the business, is a primary focus and requirement for me. The development of your people, helping them to be successful and reach their goals, is directly proportional to the success of the business. Aligning one's personal development strategies with the core business is paramount for success for both entities.

What are your expectations for the Division going forward?

Consistent business growth that is supported by a dynamic and a high performing business unit. Strategic planning as market demands change/evolve will require us to be flexible to consumer trends and changing demographics.

See C.O.O. continued on page 4.



**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!

Auchentoshan American Oak

Brand Code: 0376B

American Oak is a Lowland Single Malt whisky that is triple distilled and matured solely in American bourbon casks, resulting in sweet aromas of vanilla and coconut along with the signature smooth, delicate Auchentoshan taste.



Jack Daniel's Master Distiller Series 3

Brand Code: 4980B

The third of only seven men to have served as Master Distiller is Lemuel "Lem" Tolley. As Mr. Jack's grandnephew, Lem carried a determination to continue the tradition of making Jack Daniel's with the consistency of those before him.



Karate Cowboy Spirit & Sake

Brand Code: 5319B

A bold new shot experience bringing the best of East meets West.

Glennfiddich Rich Oak

Brand Code: 3616B

Glennfiddich brings a completely original finish to single malt Scotch whiskey. After 14 years maturing in fine American oak casks, Malt Master carefully selects virgin Spanish and American oak casks to release extra layers of aroma and flavor into our whiskey. The first virgin American and European oak finished whiskey in the world.



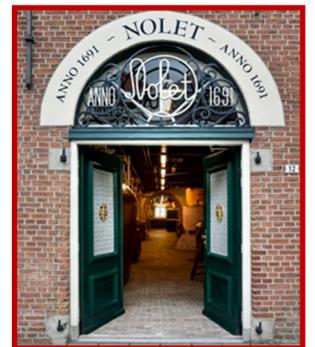
Featured Product



Ketel One Vodka Celebrating 325 years of the Nolet Distillery

Brand Code: 5382B

Ketel One Vodka is inspired by over 325 years of craftsmanship and 11 generations of the Nolet family distilling experience. It is a marriage of old world pot still craft and modern distilling techniques, resulting in a superior quality vodka. A member of the Nolet family inspects each production run of Ketel One Vodka before bottling. Ketel One Vodka is loved by bartenders, calling it "smoother" and "higher quality" than other Vodkas.



All product descriptions provided by manufacturers.

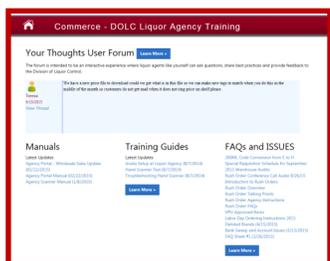


Agency Info



LMP Stakeholder Communications

The Division and its partners continue working diligently on the Liquor Modernization Project (LMP) to improve the performance and stability of the new system. Despite some challenges, the Division is developing solutions to outstanding issues and new items that need attention.



Constructive feedback from stakeholders and sharing important information is vital to ensuring that the Division and its stakeholders are working together to achieve the common goal of system improvement.

As LMP moves forward with more system updates and improvements, we will continue to provide training and outreach so stakeholders can take full advantage of the benefits of this new system.

Please make sure to read the Weekly Progress Reports on your e-mail or the Liquor Agency Training website at <https://apps.com.ohio.gov/liqr/LMPAgencyTraining/Default.aspx>. Other important communications are sent via e-mail or as a direct message on the Agency Portal. If you are not receiving e-mails from the Division, please send your e-mail address to matt.mullins@com.state.oh.us. As always, we appreciate your input and feedback on the User blog. Thank you for your cooperation.

New Spirits Listings SEPTEMBER 2015

Code	New Items	Type
0145B	AMADOR DOUBLE BARREL	BOURBON
0172L	CANA BRAVA GOLD RUM	RUM
0376B	AUCHENTOSHAN AMERICAN OAK	SCOTCH
0827B	BELEVEDERE GIFT (BOND 007 SHAKER)	VODKA
1484B	BOWMORE SMALL BATCH	SCOTCH
1509B	BUCKSHOT PEPPERED MAPLE	BOURBON
1700B	CAMPEON SILVER	TEQUILA
3605H	GLENFIDDICH TRIO PACK 200ML (12,15,18)	SCOTCH
3616B	GLENFIDDICH 14	SCOTCH
4070B	HEDONISM "QUINDECIMUS" BLENDED GRAIN SCOTCH	SCOTCH
5319B	KARATE COWBOY SPIRIT AND SAKE	CORDIAL
6724B	NEW RIFF NEW MAKE	BOURBON
6730B	NEW RIFF NEW MAKE RYE	RYE
7962B	PATRON 7 ANOS EXTRA ANEJO	TEQUILA
8425B	REVEL STOKE PUMPKIN WHISKY	BOURBON
9281M	TANGO FOXTROT	BOURBON
9692B	Y-TOWN CINNAMON	VODKA
2361B	CROP HARVEST EARTH MEYER LEMOM	VODKA
2362B	CROP HARVEST EARTH SPICED PUMPKIN	VODKA
6722B	NEW AMSTERDAM PINEAPPLE	VODKA

Drink Recipes



Ruby Slipper

- 2 oz. Deep Eddy Ruby Red Vodka
- ½ oz. elderflower liqueur
- 3 oz. club soda

The Longboard

- 1 part Deep Eddy Vodka
- 2 parts Raspberry Lemonade
- Splash of club soda
- Lime Garnish



Ketel One Martini

- 1.25 oz. Ketel One Vodka
- 1.25 oz. olive brine
- 3 olives

Directions: Stir with ice in a cocktail shaker. Strain into rocks glass over ice. Garnish with three olives.



Drink Responsibly.
Drive Responsibly.

C.O.O. continued from page 1.

What are some of the immediate challenges you see and what general approach will you take for solving those issues?

The immediate operational challenges will be to grasp and retain the core business fundamentals and dynamics, assess the “health” of the surrounding organization staff and processes, and develop and implement long-term strategies to keep the ship on a positive course. I am learning the core operating principles working within the Department of Commerce and the overall public sector. I am working closely with Director Williams to ensure my vision and focus are in alignment with the Department’s goals and with Bruce Stevenson to gain as much general knowledge of the Ohio liquor business strategies as possible.

What experiences will you draw upon that will help you and the Division succeed?

My early life experiences in college and professional athletics required tremendous leadership and taught me clearly how success is built upon a solid foundation of team dedication and strengths. Just as important is the need to pick each other up when we’re down. Individual honors mean nothing if the team fails to achieve the desired goals. Anheuser-Busch provided me with not only a great opportunity to succeed as a leader in the company, but it challenged me daily to set and achieve stretch goals for myself and the business while providing me the necessary tools and opportunities to achieve those successes.

Please join the Division in welcoming Harry to the Ohio Department of Commerce.



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
Tom Kappa, Chief, Agency Operations
Matt Mullins, Editor, matt.mullins@com.ohio.gov