

OHIO DEPARTMENT OF COMMERCE

DIVISION OF LIQUOR CONTROL

Ohio

SPIRITS INSIDER **NEWS**

FEBRUARY 2017

Top 10 Selling Brands by Dollars 2016

Rank/Brand	Dollar Sales
1 Hennessy VS	\$51,603,607
2 Jack Daniels	\$48,357,286
3 Titos	\$39,575,789
4 Crown Royal	\$37,712,057
5 Patron Silver	\$30,967,960
6 Absolut	\$26,985,120
7 Grey Goose	\$26,885,742
8 Crown Royal Apple	\$26,314,733
9 Fireball	\$25,648,206
10 Jameson	\$24,782,322

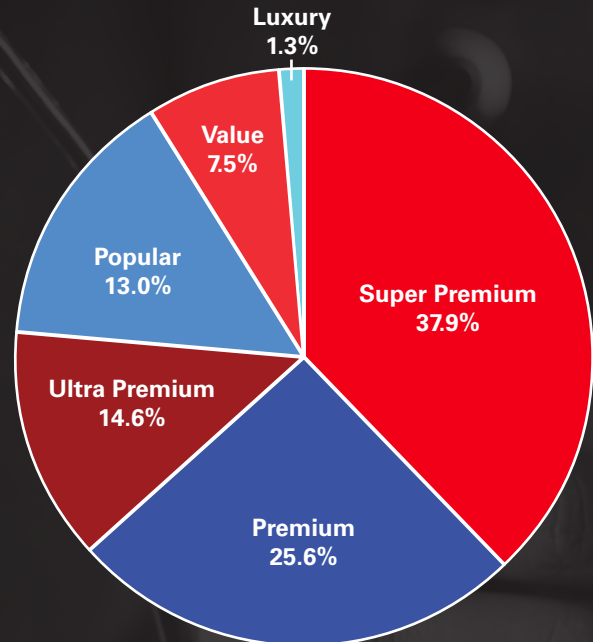
Top 10 Growth Brands by Dollars 2016

Rank/Brand	Share of Growth	Dollar Sales
1 Titos	23.8%	\$39,575,789
2 Hennessy VS	15.7%	\$51,603,607
3 Crown Royal Apple	10.1%	\$26,314,733
4 Ciroc Apple	7.3%	\$6,108,032
5 Patron Silver	6.9%	\$30,967,960
6 Jameson Irish	5.6%	\$24,782,322
7 Crown Royal Vanilla	3.8%	\$2,583,689
8 Bulleit	2.7%	\$7,400,611
9 Jim Beam Apple	2.0%	\$1,764,203
10 Woodford RSV	1.8%	\$7,680,793

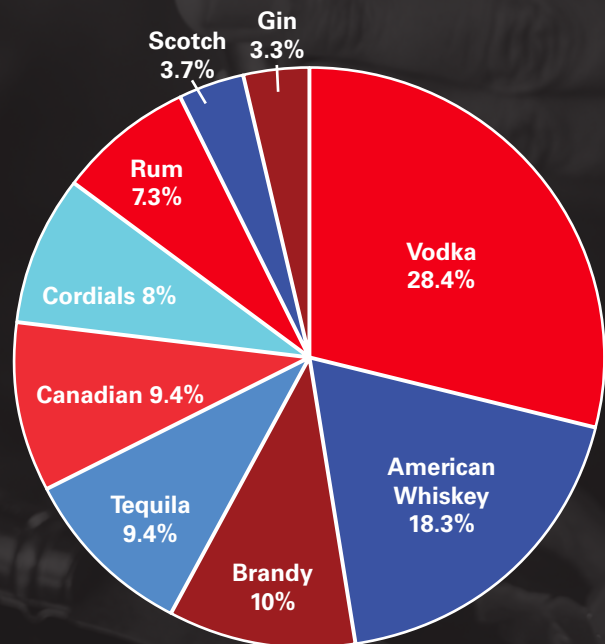
Category Dollar Growth 2016

Irish Whiskey	17.1%
Brandy	13.2%
Tequila	12.3%
American Whiskey	8.1%
Canadian	7.2%
Vodka	4.1%
Scotch	2.1%
Gin	1.5%
Rum	0.8%
Cordial	-1.4%

Price Segment Performance Dollar Share 2016



Category Dollar Share 2016





Market Trends Drive Growth

By Harry Knight, Superintendent

Evaluating and understanding product trends and category growth are vital to improving the quality of the spirituous liquor inventory. We also utilize this information when determining product distribution throughout the state and arranging shelf sets in the Contract Liquor Agencies to provide a better shopping experience for the customer. In an ever-changing and innovative industry, this data provides valuable insight into the specific categories and brands of products Ohio consumers want.

We achieved record sales of more than a billion dollars in each of the past two years, with 2016 totaling \$1,140,209,832. Vodka and American whiskey were the largest categories by dollar share in 2016, combining for almost 50 percent of the total dollar sales. These two categories were followed by Canadian whisky, tequila and brandy. The categories that experienced the greatest growth were Irish whiskey and brandy. Irish Whiskey is now the hottest trending category, growing at a rate of 17.1 percent, followed closely by brandy, growing at 13.2 percent in 2016.

Another important trend is called “premiumization.” This means Ohio consumers are “trading up” to buy more expensive items. The share of the economy and popular product segments have declined. The premium price and above product segments continue to be the largest share of the total dollar sales. The largest share of total dollar sales and the highest growth segment are the super-premium priced products.

We are proud of the sales performance of 2016 and greatly appreciate the assistance and cooperation from all of our industry partners, stakeholders and Contract Liquor Agencies that were a part of this record-setting year.



Agency Best Practices

By Gerry O'Neil, Director of Agency Operations

Items on the Warehouse Inventory Reduction (WIR) list are still available. There is ample supply– an average of 250-350 days – currently in Agencies throughout the state. Our intention is to sell through that existing inventory, and we will make every effort to get you the items your customers need through the Agency to Agency transfer process. Identify your wholesale account needs and, if you have a wholesale account that orders products on this list, submit a transfer requisition.

Please use the following process to request transfer of products identified as part of the Warehouse Inventory Reduction (WIR):

- Place the request for the product in your **Agency Portal Transfer Request**. The requesting Agency is the “To” agency. Then also be sure to contact your allocations clerk and inform them of your request.
 - Cleveland/Toledo districts - contact Armondo Washington (614-644-2517).
 - Columbus/Cincinnati districts - contact Beth Oliver (614-644-2519).

Your allocations clerk will facilitate the transfer through the appropriate broker or auditor and complete the request.



Irish Whiskey

Irish whiskey is whiskey made on the island of Ireland. It is pale gold to dark amber in color, and contains 40-94.8 percent alcohol by volume. Irish whiskey has a smoother finish compared to the earthiness and smokiness common to many Scotch whiskies – this is because peat rarely is used in the malting process.

Irish whiskey has a tumultuous history. Once the most popular spirit in the world, a long period of decline began in the late 19th century, and the number of distilleries dropped from 30 to three. Recent years have shown an enormous increase in popularity, and Irish whiskey has been the fastest growing spirit in the world every year since 1990 – exports are growing by over 15 percent a year, and the number of distilleries has increased to 16 with more in the planning stages. However, only five of these have been operating long enough to have products sufficiently aged for sale.

Enjoy this spirit in a glass; other materials can alter the flavor. Several types of glasses can be used, including a “rocks” glass, also known as an Old Fashioned or lowball glass. A specialty whiskey glass in a tulip shape will concentrate the vapors and flavors. Adding ice or water is a personal preference – and hotly debated by some – and dilutes the alcohol content, and can alter the flavor and experience. It’s recommended to start with just a little ice or water, and add more as needed.

How to drink whiskey

To truly sample whiskey, first, take a sniff. Sniff more than once, as the first sniff will largely smell like alcohol; the whiskey aromas come through after that. Next, take a small sip and roll the liquid around in your mouth; pick out the different flavors – some common flavors are vanilla, toffee and caramel. Enjoy your drink over 30-60 minutes.

Recipes

The Copywriter

For the honey syrup:

- 1/2 oz hot water
- 1/2 oz honey

For the cocktail:

- 2 oz Irish whiskey
- 3/4 oz lemon juice
- 1/2 oz sweet vermouth
- 1/2 oz honey syrup

Directions: For the honey syrup: Stir together hot water and honey until honey dissolves. For each cocktail: Add whiskey, lemon, sweet vermouth and honey syrup to a cocktail shaker and fill with ice. Shake until well chilled, about 15 seconds. Strain into an ice-filled Collins glass. Top with seltzer and garnish with a lemon twist.

The Emerald

- 2 oz Irish whiskey
- 1 oz sweet vermouth
- 2 dashes orange bitters

Directions: Pour all ingredients into a mixing glass and fill with cracked ice. Stir well for 30 seconds and strain into a chilled cocktail glass. Garnish with a piece of orange or lemon peel, or nothing at all.

The Blarney Stone

- 2 oz Irish whiskey
- 1 oz freshly squeezed lime juice
- Ginger beer

Directions: Add whiskey and lime juice to a cocktail shaker and fill with ice. Shake until well chilled, about 15 seconds. Strain into an ice-filled highball glass. Top with ginger beer and garnish with a lime twist.



Scheduling Wireless Upgrades

RF-Works, contracted by the Liquor Enterprise to complete a wireless upgrade for all Contract Liquor Agencies, has begun contacting Agencies to schedule the upgrades. Flexibility in scheduling is greatly appreciated so that the wifi upgrades for all Agencies can be completed in a timely manner.

Once scheduled, an RF-Works crew member will call the Agency 24 hours in advance of the scheduled visit to provide an estimated time of arrival. The RF-Works crew will perform all work associated with the upgrade, including both an assessment of hardware needs and the installation of that equipment.

Agencies will be able to identify the RF-Works crew by their company-issued badge. Upon their arrival, they will look for the location of the Aruba device and the location of the internet router (where the internet service comes into the building). They will replace the Aruba with a new Cisco Wireless Access Point (WAP). RF-Works will install any additional equipment—additional WAPs or repeaters (signal strength boosters) —needed to ensure adequate coverage of the retail, wholesale (if applicable), receiving and storage areas.



Agencies can anticipate only minimal disruption to operations during the upgrade. However, if an Aruba, Internet Router or new WAP equipment is in an active work area, RF-Works will need access to that area to complete the upgrade.

The Liquor Enterprise will cover the cost of the assessment and installation work, including equipment, parts and materials.

Contact the Help Desk – 24 hours a day, seven days a week – at 877-812-0013 or liquoragencyhelp@com.state.oh.us, with any questions.

How to Contact Us

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From the Distillers' Glass



New products, hot items, recipes and more
from brokers and suppliers.

Jameson

Nose: A light floral fragrance, peppered with spicy wood and sweet notes.

Taste: Perfect balance of spicy, nutty and vanilla notes with hints of sweet sherry and exceptional smoothness.

Finish: Exceptionally smooth.

Code #0281B



Jameson Caskmates

Nose: Crisp orchard fruits like green apples and pears, and mild pot still spices.

Taste: Subtle touch of hops and cocoa beans, marzipan and charred oak.

Finish: Long and sweet with milk chocolate and butterscotch.

Code #5072B



Jameson Black Barrel

Nose: Rich and full, developing into the succulent sweetness of exotic fruits.

Taste: Waves of vanilla, toasted wood and spices. A fruity sweetness remains consistent.

Finish: An incredibly long finish with fruit and wood spices lingering in perfect proportion.

Code #5071B



Jameson Cocktails

Jameson, Ginger & Lime

- 1 oz of Jameson Irish whiskey
- 3 oz ginger ale
- Large wedge of lime
- 1 sugar cube

Fill a highball glass with ice, pour in a shot of Jameson, top up the glass with ginger ale and stir briefly to mix. Take a large wedge of lime, give it a squeeze and drop it into the glass.

Jameson Caskmates Beer Cocktail

- 1 1/2 oz of Jameson Caskmates
- 1/2 oz Creme de Banane
- 2 1/2 oz IPA
- Wedge of grapefruit

Build in a highball over ice and stir gently. Squeeze a wedge of pink grapefruit over at the end. Leave room at the top for fizz.

Jameson Black Barrel Apple Barrel

- 1 1/2 oz of Jameson Black Barrel
- 1 oz lemon juice
- 1/2 oz sugar syrup
- 1/2 oz Creme de Mure
- A dash of cloudy apple juice

Shake the whiskey, lemon juice, sugar syrup and Creme de Mure together in a shaker. Pour over ice into a tumbler and top up with the apple juice. Garnish with a wedge of apple.

Bushmills Original Irish Whiskey

In 1784, the old Bushmills distillery was registered and the pot still became its registered trademark.

Bushmills Original is a blend of our own triple distilled malt whiskey and a lighter grain whiskey. You'll notice its rich, smooth warming taste almost instantly. It's an easy drinking, versatile whiskey that can be enjoyed neat, over ice or with your favorite mixer.

Code #0282B



Tullamore Dew

Tripled distilled; blend of all three whiskeys. Named after Daniel E. Williams. He worked his way up from stable boy of the distillery to become the owner.

Original notes: Early fresh fruit leads to a definite light spike followed by some toasted wood, which evolves into a delicious vanilla sweetness in this whiskey.

12yr notes: A deep spice flavor with a robust yet creamy body cloaked in a definite chocolaty note, dried fruits and nut accompany the chocolate, giving this whiskey veritable praline note in the taste.

Code #9317B



Paddy Irish Whiskey

The most well-known of all the Irish whiskeys is Paddy Whiskey. But less well known is the fact this delightful whiskey was named after a gregarious sales representative for Cork Distilleries Company called Paddy Flaherty.

Paddy Irish Whiskey is distilled three times from the finest quality barley and water. This ensures a whiskey, which is particularly light, well balanced and pure.

Taste: Mild, soft, a distinctive mellow maltiness, a touch of sweet oil spiciness with background notes of honey, vanilla, and toasted wood.

Code #7721B



Cocktails

Bushmills Irish Buck Cocktail

- 1 1/2 oz Bushmills Whiskey
- 1/2 oz lime juice
- 2 oz ginger ale

Add the whiskey and lime juice to a Collins glass filled with ice. Top with the ginger ale and garnish with a lime wheel.

Tullamore Dew

- 1 oz Tullamore Dew
- 1/2 oz premium coffee liqueur
- 1/2 oz thickened fresh cream

Add Tullamore Dew and coffee liqueur to a mixing glass. Stir and pour into shot glasses. Top each with fresh cream and garnish with coffee beans.

Paddy Irish Whiskey

- 2 oz Paddy Irish Whiskey
- 1 oz lime juice
- 1/2 oz grenadine

Combine Paddy, lime juice and grenadine in an ice-filled cocktail shaker. Shake vigorously for 30 seconds. Strain into a cocktail glass and garnish with a maraschino cherry and lime slice.

This information is brought to you by the manufactures of these products.