

## Request For Information

RFI Number: COMLIQ2013-001

Date Issued: January 8, 2013

The Ohio Department of Commerce, Division of Liquor Control (“DOLC”) is requesting information for a contract to provide paper bags to liquor agency stores and to provide related services, including the successful marketing and selling of advertisements to be placed on the paper bags.

Comment Period Begins: Monday, January 8, 2013

Comment Period Ends: Tuesday, January 22, 2013

RFI Solicitation Closes: Friday January 25, 2013

### 1. Purpose

The Ohio Department of Commerce, Division of Liquor Control is seeking to solicit information, interest, and comments (“comments”) from Minority Business Enterprises certified by the Ohio Department of Administrative Services to provide paper bags to approximately 460 independent merchants (“agency stores”) who provide retail and wholesale points of sale for spirituous liquor. Spirituous liquor is defined as “all intoxicating liquors containing more than twenty-one percent of alcohol by volume.” See Ohio Revised Code Section 4301.01(B)(5). The successful respondent would also be required to provide related services, including the successful marketing and selling of advertisements and public service announcements to be placed on the paper bags.

The state may reject any comments if the respondent fails to meet the comment period deadline.

### 2. Background

Every state in the United States regulates the manufacture, distribution, and sale of alcoholic beverages within its borders. This regulation varies by state and by the type of alcoholic beverage (beer, wine, mixed beverages, spirituous liquor). Ohio is a control state, which means that the state directly participates in the distribution and sale of spirituous liquor and is not solely a regulator. Ohio Revised Code Section 4301.10(A)(3) provides that DOLC is to “establish and maintain a state monopoly of the distribution of spirituous liquor and its sale in packages or containers; and for that purpose . . . buy, import, possess, and sell spirituous liquors . . .” To this end, DOLC determines the liquor agency store locations, selects the businesses who act as the DOLC’s agents to sell the spirituous liquor, selects the brands and products to be sold, determines stocking quantities, and sets the prices of the products.

The State contracts with approximately 460 private merchants (“agency stores”) to provide points of sale of spirituous liquor to the public, as well as to liquor permit holders authorized to sell spirituous liquor for on-premises consumption. As part of this contract with the agency stores, DOLC provides the agency stores, free of charge, a supply of paper bags in four different sizes – one pint, one quart, two quart, and four quart sizes.

The pint liquor bag has a width of 4 inches, a depth of 2.25 inches, and a length of 11.5 inches. The pint liquor bag is to be made of 35 pound Kraft paper and is to have a pinch bottom. The quart liquor bag is to have a width of 4.875 to 5 inches, a depth of 2.875 to 3 inches, and a length of 16 inches. The quart liquor bag is to be made of 35 pound Kraft paper and is to have a pinch bottom. The two quart liquor bag has a width of 7.0625 inches, a depth of 4.5 inches, and a length of 13.75 inches. The two quart liquor bag is to be made of 40 pound Kraft paper and is to have an automatic square bottom. The four quart liquor bag has a width of 8.25 inches, a depth of 5.25 inches, and a length of 18 inches. The four quart liquor bag is to be made of 57 pound Kraft paper and is to have an automatic square bottom.

During the last three years, the DOLC has provided to the agency stores an average annual total of 2,522 pint bags, 5,594 quart bags, 6,500 two quart bags, and 5,181 four quart bags.

### 3. Information

The provision of paper bags to agency stores is a contractual term; the size, quantity and look of the bags fall within the sole discretion of DOLC. The DOLC is contemplating the sale of advertising and/or public safety messages space on the paper bags to select vendor categories.

The DOLC is requesting information as to the level of interest for an Ohio Department of Administrative Services certified Minority Business Enterprise to bid for a contract to provide such paper bags, along with related services. The related services would include the successful marketing and selling of advertisements and/or public safety messages to be placed on the bags, and the duty to deliver the ready-to-use bags to the DOLC’s four spirituous liquor bailment warehouses in the greater Cleveland, Columbus, Cincinnati, and Toledo areas.

Currently, DOLC anticipates that the chosen vendor would be charged to market and to sell advertisements and/or public safety messages to the following categories of businesses: Non-alcohol beverage manufacturers or suppliers, food and snack manufacturers or suppliers, hotels, major or minor league Ohio sports teams, automobile manufacturers or dealers, and any other category of business approved in writing in advance by the DOLC. The revenue from the sale of such advertisements would be paid in full to the DOLC.

### 4. Response

Any response to this RFI should include, but not be limited to, the following:

(1) Statement of interest;

- (2) Statement of expertise;
- (3) Estimate of advertising interest in the above-referenced categories and expected annual revenue generation;
- (4) Suggestions on length/term of advertising; and
- (5) Any other suggestions as to how to structure a Request for Proposal or Invitation to Bid.

Please respond at the following address no later than close of business January 25, 2013, to indicate your interest in bidding on such a proposal and indicate whether you would have the expertise to provide all the services described above, including the expertise to market the advertisements.

Todd Gable  
Agency Procurement Officer  
Division of Administration  
Ohio Department of Commerce  
6606 Tussing Road, P.O. Box 4005  
Reynoldsburg, OH 43068-9005