

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of December 28, 2023 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Deputy Chief Danielle Ellston, Enforcement; Gregory Featherston, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD December 21, 2023.

Chairman Mollica made a motion to accept the minutes from the December 21, 2023 Commission Meeting. Deputy Commissioner Brassard Jordan seconded the motion. The motion was unanimously adopted.

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

Gregory Featherston forwarded the KPI Report to the Commission and it has been reviewed. Mr. Featherston reported 103,164 inbound cases and a strong outbound week with 138,407 cases. Inventory was 975,631 cases. All KPIs were met.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported on the Administrative Notices.

For Information Only:

A) Administrative Notice of Non-Compliance to Liq 401.03

1. New Administrative Notices

Acknowledged the new Administrative Notices.

2. Updated information on previous weeks' Administrative Notices

Acknowledged the updated information on previous weeks' Administrative Notices.

2) Store Operations Update

Mr. Richards reported that outlets are open New Year's Eve and New Year's Day; hours are listed on the website. Work continues at the new Nashua outlet 32. We hope to have the Certificate of Occupancy soon.

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3) Merchandising Report

A) Wine

1. Additional Special Allowance Offers – January 2024 – Wine – Martignetti Companies of NNE
Approved the recommended Additional Special Allowance Offers – Wine for January 2024 from Martignetti Companies of NNE as recommended.
2. Additional Special Allowance Offers – February 2024 – Wine – Southern Glazer’s Wine and Spirits
Approved the recommended Additional Special Allowance Offers – Wine for February 2024 from Southern Glazer’s Wine and Spirits as recommended.
3. Additional Special Allowance Offers – March 2024 – Wine – Southern Glazer’s Wine and Spirits
Approved the recommended Additional Special Allowance Offers – Wine for March 2024 from Southern Glazer’s Wine and Spirits as recommended.
4. Special Allowance Offers – February 2024 – Wine – Pine State Beverage
Approved the recommended Special Allowance Offers – Wine for February 2024 from Pine State Beverage as recommended.
5. Special Allowance Offers – March 2024 – Wine – Pine State Beverage
Approved the recommended Special Allowance Offers – Wine for March 2024 from Pine State Beverage as recommended.
6. One Time Purchase for our Power Buy Program – Misc. Brokers
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 12/28/2023
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores from miscellaneous brokers as recommended.
8. Text to Win for a Chance to Win Diamonds – January 2024 – March 2024 – Delicato Family Wines – MS Walker
Approved the recommended request from MS Walker on behalf of Delicato Family Wines to conduct a Text to Win for a Chance to Win Diamonds sweepstakes for the promotional periods of January through March 2024 as recommended.

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

B) Tasting Events

1. Additional January 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended Additional January 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
2. Additional February 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended Additional February 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
3. Additional March 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended Additional March 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

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4. April 2024 NH Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended April 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. Appeal Request for Wheatley Vodka 1.75L – December 2023 – Southern Glazer’s Wine and Spirits – Sazerac Company

Approved the not recommended Appeal Request from Southern Glazer’s Wine and Spirits on behalf of Sazerac for the decision to delist #5614 Wheatley Vodka 1.75L/6pk as recommended.

2. Spirits Test Market Results for Week Ending 12/24/2023

Approved the following products for test market or added sizes that have completed their 6-month test period or reached the required GP. The following are the results as recommended:

Grant Full Distribution:

#2677 Belvedere Pure Organic Vodka 375mL - \$15.99 (Southern Glazer’s Wine and Spirits)

#7667 Blueshine Blueberry Liqueur 750mL - \$34.99 (Martignetti Companies of NNE)

#8042 Amrut Indian Single Malt Whiskey 750mL - \$56.99 (Stone Fence Beverage)

Specialty:

#7790 Jack Daniel's Triple Mash 1L - \$45.99 (RNDC New Hampshire)

#8083 Cask & Crew Walnut Toffee 750mL - \$24.99 (Stone Fence Beverage)

#8138 Glencadam Aged 15 Years 750mL - \$99.99 (RNDC New Hampshire)

Limited:

None at this time.

Delist:

#4934 Taconic Straight Bourbon Barrel Strength 750mL - \$42.99 (Stone Fence Beverage)

#5082 Convite Esencial Mezcal 750mL - \$26.99 (Southern Glazer’s Wine and Spirits)

#5178 Meletti Limoncello 750mL - \$17.99 (Martignetti Companies of NNE)

#8071 New Riff Single Barrel Straight Rye 750mL - \$41.99 (M.S. Walker)

#8158 Coppa Cocktails Cosmopolitan 750mL - \$12.49 (M.S. Walker)

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

V) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

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At 10:40 a.m. the meeting was adjourned.

Minutes prepared and submitted by:
Wendy Olcott, Administrative Assistant
Office of the Commissioners