

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 4, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Gregory Featherston, DHL.

Excused: Chairman Joseph Mollica; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD December 28, 2023.

Deputy Commissioner Brassard Jordan accepted the minutes from the December 28, 2023 Commission Meeting.

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 that inbound volume dropped to 50,363 cases, due to the holiday week. Outbound volume was consistent at 125,372 cases. Inventory reached 900,166 cases. It was a strong holiday month and all KPIs were met. The site handled the volume with no issues. DHL is ready for the system changeover on February 1, 2024.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, presented the April 2024 Additional Quarterly Price Changes and reported on the Administrative Notices.

A) April 2024 Additional Quarterly Price Changes

Approved the recommended April 2024 Additional Quarterly Price Changes as recommended.

After review of the April 2024 Additional Quarterly Price Changes, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Director Roy.

For Information Only:

B) 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.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 4, 2024 Meeting

2) Store Operations Update

Mr. Richards reported that outlets had a strong week last week. Staff training for the new system continues this month. And progress continues with the new outlet 32 in Nashua.

3) Merchandising Report

A) Wine

1. January 2024 Primary Source Recommendations
Approved the recommended January 2024 Primary Source Recommendations (21 Primary, 24 Imported, 0 Exclusive Agent, and 0 Dual Distribution) as recommended.
2. NH Winery New Listing – Sap House Meadery
Approved the recommended request from Sap House Meadery to offer #25508 Sap House Sugar Maple 375mL/12pk as a new listing as recommended.
3. New Top 1200 Gross Profit Requirements for Week Ending 12/31/2023
Approved the recommended New Top 1200 Gross Profit Requirements for the period ending 12/31/2023 as recommended.
4. 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.
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 01/04/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores from miscellaneous brokers as recommended.
6. Request for Wine Specialty Status – Misc. Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
7. Roll Out Requests – Multiple Brokers – April 2024
Approved the recommended and not recommended Roll Out Requests for April 2024 from miscellaneous brokers as recommended.
8. Roll Out Results – September 2023 – October 2023 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – REMOVE FROM RETAIL for September 2023 through October 2023 as recommended.
9. Roll Out Results for October 2023 – November 2023 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results – EXPAND DISTRIBUTION for October 2023 through November 2023 as recommended.
10. Roll Out Results – October 2023 – November 2023 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – REMOVE FROM RETAIL for October 2023 through November 2023 as recommended.
11. Test Market Requests – Multiple Brokers – April 2024
Approved the recommended and not recommended Test Market Requests for April 2024 from miscellaneous brokers as recommended.
12. Test Results for July 2023 – October 2023 – EXPAND DISTRIBUTION
Approved the recommended Test Results – EXPAND DISTRIBUTION for July 2023 through October 2023 as recommended.
13. Test Results for July 2023 – October 2023 – REMOVE FROM RETAIL
Approved the recommended Test Results – REMOVE FROM RETAIL for July 2023 through October 2023 as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 4, 2024 Meeting

14. Test Results for August 2023 – November 2023 – EXPAND DISTRIBUTION
Approved the recommended Test Results – EXPAND DISTRIBUTION for August 2023 through November 2023 as recommended.
15. Test Results for August 2023 – November 2023 – REMOVE FROM RETAIL
Approved the recommended Test Results – REMOVE FROM RETAIL for August 2023 through November 2023 as recommended.
16. Revision of Off-Premise Special Discount – Exclusive Grocery Price Busters – February 2024
Approved the recommended Revision of Off-Premise Special Discount – Exclusive Grocery Price Busters for February 2024 as recommended.

For Information Only:

17. Status of 2023 Roll Out Items
18. Status of 2024 Roll Out Items
19. Status of 2023 & 2024 Test Items

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

1. Additional January 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended Additional January 2024 NH Liquor & Wine Outlet In-Store Events from Pine State Beverage as recommended.
2. Additional February 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended Additional February 2024 NH Liquor & Wine Outlet In-Store Events from Pine State Beverage as recommended.
3. Additional March 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended Additional March 2024 NH Liquor & Wine Outlet In-Store Events from Pine State Beverage as recommended.

After review of the Tasting Events listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Director Roy.

C) Spirits

1. January 2024 Spirit Warehouse Only List
Approved the recommended January 2024 Spirit Warehouse Only List (10 Primary, 15 Imported, and 0 Exclusive Agent) as recommended.
2. Limited Time Offer Request for Hendrick's Grand Cabaret Gin – Martignetti Companies of NNE - December 2023
Approved the recommended request from Martignetti Companies of NNE on behalf of William Grant & Sons to purchase up to 1,600 cases of #8540 Hendrick's Grand Cabaret Gin 750mL/6pk as a Limited Time Offer as recommended.
3. Line Extension Requests – November 2023:
 - a) Southern Glazer's Wine and Spirits – 1800 Coconut Tequila 1L
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to offer #8546 1800 Coconut Tequila 1L/6pk as a Line Extension as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 4, 2024 Meeting

- b) Southern Glazer's Wine and Spirits – Jose Cuervo Authentic Lime Light Margarita 4pk 200mL/4/6
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to offer #8547 Jose Cuervo Authentic Lime Light Margarita 4 pack 200mL/4/6pk as a Line Extension as recommended.
- 4. Multi Bottle Purchase Program – February 2024 – Spirits
Approved the recommended Multi Bottle Purchase Program – Spirits for February 2024 as recommended.
- 5. Outlet Price Busters – February & March 2024 – Spirits
Approved the recommended and not recommended Outlet Price Busters – Spirits for February & March 2024 as recommended.
- 6. Special Allowance Offers – April 2024 – Spirits:
Approved the recommended Special Allowance Offers – Spirits as follows:
 - a) Martignetti Companies of NNE – as recommended.
 - b) Pine State Beverage – as recommended.
 - c) RNDC New Hampshire – as recommended.
 - d) Ruby Wines New Hampshire – as recommended.
 - e) Southern Glazer's Wine and Spirits – as recommended.
 - f) Stone Fence Beverage – as recommended.
 - g) MS Walker – as recommended.
- 7. Test Market Requests – December 2023:
 - a) Martignetti Companies of NNE – Glenfiddich 12 Year Sherry Cask
Approved the recommended request from Martignetti Companies of NNE on behalf of William Grant & Sons to offer #8536 Glenfiddich 12 Year Sherry Cask 750mL/12pk for Test Market Listing as recommended.
 - b) Martignetti Companies of NNE – Tullamore Dew Honey
Approved the recommended request from Martignetti Companies of NNE on behalf of William Grant & Sons to offer #8538 Tullamore Dew Honey 750mL/6pk for Test Market Listing as recommended.
 - c) Southern Glazer's Wine and Spirits – 1800 Ultimate Wild Berry Margarita
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to offer #8549 1800 Ultimate Wild Berry Margarita 1.75L/6pk for Test Market Listing as recommended.
 - d) Southern Glazer's Wine and Spirits – Jose Cuervo Authentic Raspberry Colada
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to offer #8548 Jose Cuervo Authentic Raspberry Colada 1.75L/6pk for Test Market Listing as recommended.
 - e) Southern Glazer's Wine and Spirits – Mango Shotta
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to offer #8541 Mango Shotta 750mL/12pk for Test Market Listing as recommended.
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to purchase #TBD Mango Shotta 50mL/120pk as a One Time Buy as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 4, 2024 Meeting

- f) Southern Glazer's Wine and Spirits – Mr. Boston Triple Sec
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to offer #4207 Mr. Boston Triple Sec 1L/12pk for Test Market Listing as recommended.
- g) Southern Glazer's Wine and Spirits – Traveller Whiskey Blend No. 40
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to offer #8542 Traveller Whiskey Blend No. 40 750mL/12pk for Test Market Listing as recommended.

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Director Roy.

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

At 10:45 a.m. the meeting was adjourned.

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