

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 11, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Sergeant Glen Bullock, Enforcement; Gregory Featherston, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD January 4, 2024.

Chairman Mollica tabled the minutes from the January 4, 2024 Commission Meeting, as he was at a NABCA Board of Directors meeting that day.

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 54,729 inbound cases, which was down due to the holiday. There were 95,241 outbound cases. Inventory was 859,603 cases. All KPIs were met. The brokers have been responsive to the request for inventory, as outlets stock up heading up to Go Live.

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 customers are redeeming bonus cards and taking advantage of the 20% wine sale. As DHL mentioned, outlets are stocking up. Construction at the new Nashua outlet 32 is on schedule for a late February opening.

3) Merchandising Report

A) Wine

1. New Top 1200 Wines Ending 12/31/2023

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- Approved the recommended New Top 1200 Wines Ending 12/31/2023 as recommended.
2. Additional Special Allowance Offers – February 2024 – Wine:
Approved the recommended Additional Special Allowance Offers – Wine for February 2024 as follows:
 - a) Pine State Beverage – as recommended.
 - b) RNDC New Hampshire – as recommended.
 3. Additional Special Allowance Offers – March 2024 – Wine – Pine State Beverage
Approved the recommended Additional Special Allowance Offers – Wine for March 2024 from Pine State Beverage as recommended.
 4. One Time Buy Request Zaccagnini Montepulciano d’Abruzzo – Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 36 cases of #19111 Zaccagnini Montepulciano d’Abruzzo 375mL/12pk as a One Time Buy as recommended.
 5. One Time Buy Request Cupcake ‘Love is Wine’ Chardonnay – Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 226 cases of #25348 Cupcake ‘Love is Wine’ Chardonnay 750mL/12pk as a One Time Buy 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 01/11/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores as recommended.
 8. Scan-To-Win A Trip for Two to Mexico Sweepstakes - February – April 2024 – The Wine Group – Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of The Wine Group to conduct a Scan-To-Win A Trip for Two to Mexico Sweepstakes for the promotional months of February through April 2024 as recommended.
 9. On-Premise Special Discount – February 2024
Approved the recommended On-Premise Special Discount for February 2024 from miscellaneous brokers as recommended.
 10. NH Off-Premise Special Discount – Price Busters March & April 2024
Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters for March and April 2024 from miscellaneous brokers as recommended.
 11. Off-Premise Special Discount – Exclusive Grocery Price Busters March 2024
Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters for March 2024 from miscellaneous brokers as recommended.
 12. Off-Premise Special Discount - Exclusive Grocery Price Busters April 2024
Approved the recommended and not recommended Off-Premise Special Discount - Exclusive Grocery Price Busters for April 2024 from miscellaneous brokers as recommended.

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After review of the Wine items listed above, Chairman Mollica 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 Southern Glazer's Wine and Spirits 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 Stone Fence Beverage as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Director Roy.

C) Spirits

1. New Spirits Top 200 for 12 Month Period Ending 12/31/2023
Approved the recommended New Spirits Top 200 for 12 Month Period Ending 12/31/2023 as recommended.
2. December 2023 Bi-Annual 50mL Spirits Item Review
Approved the recommended December 2023 Bi-Annual 50mL Spirits Item Review as recommended.
3. December 2023 Bi-Annual Spirits Item Review
Approved the recommended December 2023 Bi-Annual Spirits Item Review as recommended.
4. December 2023 Bi-Annual Spirits Accessories Review
Approved the recommended December 2023 Bi-Annual Spirits Accessories Review as recommended.
5. Spirits Test Market Results for Weeks Ending 12/31/2023 and 01/07/2024
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:
#2080 Mr. Black Cold Brew Coffee Liqueur 750mL - \$34.99 (Southern Glazers Wine and Spirits)
#2423 On The Rocks Espresso Martini 750mL - \$24.99 (Southern Glazers Wine and Spirits)
#3590 Chivas Regal XV 750mL - \$44.99 (Southern Glazers Wine and Spirits)
Specialty:
#3702 Fiero Habanero Tequila 750mL - \$29.99 (Southern Glazers Wine and Spirits)
#7294 Bully Boy Manhattan 750mL - \$29.99 (RNDC New Hampshire)
#7738 Tamworth Duncie Whiskey 750mL - \$39.99 (Tamworth Distillery)
#8153 Adictivo Reposado Cristalino 750mL - \$61.99 (Ruby Wines New Hampshire)
Limited:
#7967 Komos Extra Anejo 750mL - \$529.99 (Pine State Beverage)
Delist:
#2265 MoShine Peach 750mL - \$17.99 (RNDC New Hampshire)

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- #2265 MoShine Passion Fruit 750mL - \$17.99 (RNDC New Hampshire)
- #7402 Midnight Moon Apple Pie Box Pour 1.75L - \$21.49 (RNDC New Hampshire)
- #8161 Mi Campo Spicy Jalapeno Margarita 375mL - \$9.99 (RNDC New Hampshire)
- #6990 Marie Brizard Chocolat Royal 750mL - \$14.29 (Martignetti Companies of NNE)

After review of the Spirits items listed above, Chairman Mollica 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 10:42 a.m. the meeting was adjourned.

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