

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 18, 2024 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; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETINGS HELD January 4, 2024 and January 11, 2024

Deputy Commissioner Brassard Jordan made a motion to remove the minutes of the January 4, 2024 Commission meeting from the table. Chairman Mollica seconded the motion. The motion was unanimously adopted.

Deputy Commissioner Brassard Jordan accepted the minutes from the January 4, 2024 Commission meeting.

Chairman Mollica accepted the minutes from the January 11, 2024 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 98,430 inbound cases and consistent outbound volumes at 101,707 cases. Total inventory was 855,406 cases. All KPIs were met.

Chairman Mollica asked about staffing levels. Mr. Featherston reported that staffing is great; they are intentionally carrying their holiday staffing numbers.

IV) MARKETING AND SALES REPORT

1) Administrative Notices Update

Mark Roy, Director of Marketing, reported that there were no Administrative Notices this week.

2) Store Operations Update

Mr. Richards reported a good holiday weekend in our outlets. The new Nashua outlet 32 is scheduled to open the end of February. Chairman Mollica had an opportunity to visit the new Nashua outlet on Monday. He complimented everyone involved on how great the new outlet looks.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 18, 2024 Meeting

3) Merchandising Report

A) Wine

1. January 2024 Primary Source Recommendations
Approved the recommended January 2024 Primary Source Recommendations (33 Primary, 64 Imported, 0 Exclusive Agent, and 0 Dual Distribution) as recommended.
2. Additional Special Allowance Offers – March 2024 – Wine – RNDC New Hampshire
Approved the recommended Additional Special Allowance Offers – Wine for March 2024 from RNDC as recommended.
3. Special Allowance Offers – April 2024 – Wine:
Approved the recommended Special Allowance Offers – Wine as follows:
 - a) Martignetti Companies of NNE – as recommended.
 - b) Pine State Beverage – as recommended.
 - c) RNDC New Hampshire – as recommended.
 - d) Southern Glazer’s Wine and Spirits - as recommended.
 - e) Stone Fence Beverage – as recommended.
 - f) MS Walker – as recommended.
4. Special Allowance Offers – May 2024 – Wine:
Approved the recommended Special Allowance Offers – Wine as follows:
 - a) Bay State Wine & Spirits – as recommended.
 - b) Martignetti Companies of NNE – as recommended.
 - c) Pine State Beverage – as recommended.
 - d) RNDC New Hampshire – as recommended.
 - e) Ruby Wines New Hampshire -as recommended.
 - f) Southern Glazer’s Wine and Spirits – as recommended.
 - g) Stone Fence Beverage – as recommended.
 - h) MS Walker – as recommended.
5. Wine Outlet Price Busters – April 2024
Approved the recommended Wine Outlet Price Busters for April 2024 from multiple brokers as recommended.

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 Mt Washington Distillers 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 multiple 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 multiple brokers as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 18, 2024 Meeting

presented by Director Roy.

C) Spirits

1. January 2024 Approved Price Changes

Approved the recommended January 2024 Approved Price Changes as recommended.

2. Not Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Zing Zang Ready to Drink Products – Southern Glazer’s Wine and Spirits

Approved the not recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Zing Zang Ready to Drink Products #7649 Zing Zang Bourbon Sour 355mL-4pk/6 and #7650 Zing Zang Margarita 355mL-4pk/6 from Southern Glazer’s Wine & Spirits as recommended.

3. One Time Buy Request for Teeling Irish Whiskeys – January 2024 - Bacardi USA – Southern Glazer’s Wine and Spirits

Approved the recommended One Time Buy Request from Southern Glazer’s Wine & Spirits on behalf of Bacardi USA for #8556 Teeling Whiskey Wonders of Wood 700mL/6pk as recommended.

Approved the not recommended One Time Buy Request from Southern Glazer’s Wine & Spirits on behalf of Bacardi USA for #TBD Teeling Blackpitts Peated Single Malt 750mL/6pk as recommended.

4. Additional Special Allowance Offers – April 2024 – Spirits - Martignetti Companies of NNE

Approved the recommended Additional Special Allowance Offers – Spirits for April 2024 from Martignetti Companies of NNE as recommended.

5. Special Allowance Offers – May 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) MS Walker - as recommended.

6. Spirits Test Market Results for Week Ending 01/14/2024.

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:

#3639 La Gritona Reposado 375mL - \$32.99 (RNDC New Hampshire)

Specialty:

#4331 Los Siete Misterios Doba Yej Mezcal 750mL - \$42.99 (Martignetti Companies of NNE)

#5973 Demon Seed Whiskey 750mL - \$33.99 (Martignetti Companies of NNE)

#6539 Merrymeeting Spiced Rum 750mL - \$36.99 (Martignetti Companies of NNE)

#8074 Copper Fox Rye Whiskey 750mL - \$41.99 (Stone Fence Beverage)

#8126 The Clover Tennessee Straight Bourbon 750mL - \$49.99 (RNDC New Hampshire)

Delist:

#4057 Montebello Long Island Iced Tea 1.75L - \$18.99 (RNDC New Hampshire)

#7391 Sausage Tree Pure Irish Vodka 750mL - \$24.99 (Martignetti Companies of NNE)

#8162 Mi Campo Mango Mule 375mL - \$13.99 (RNDC New Hampshire)

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 18, 2024 Meeting

7. Test Market Requests – December 2023 & January 2024:

- a) Bay State Wine & Spirits – Killington Maple Cask Bourbon
Approved the recommended request from Bay State Wine & Spirits to offer #8557 Killington Maple Cask Bourbon 750mL/6pk for Test Market Listing as recommended.
- b) Southern Glazer’s Wine and Spirits – Jefferson’s Tropics Bourbon
Approved the recommended request from Southern Glazer’s Wine & Spirits to offer #8234 Jefferson’s Tropics Bourbon 750mL/6pk for Test Market Listing as recommended.
- c) Stone Fence Beverage – 1911 Honeycrisp Vodka
Approved the recommended request from Stone Fence Beverage to offer #8560 1911 Honeycrisp Vodka 750mL/6pk for Test Market Listing as recommended.
- d) Stone Fence Beverage – FORIJ Tulsi Rose Gin
Approved the recommended request from Stone Fence Beverage to offer #8559 FORIJ Tulsi Rose Gin 750mL/6pk for Test Market Listing as recommended.
- e) Stone Fence Beverage – Hudson Cocktail Lemon Drop
Approved the recommended request from Stone Fence Beverage to offer #3022 Hudson Cocktail Lemon Drop 375mL/12pk for Test Market Listing as recommended.

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 10:43 a.m. the meeting was adjourned.

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