

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 1, 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; Lieutenant Matthew Culver, 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 January 25, 2024.

Chairman Mollica accepted the minutes from the January 25, 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 112,505 inbound cases, which is up 31,000 cases. There were 88,266 outbound cases. Inventory reached 853,265 cases. It was a strong week, overall, and all KPIs were met.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported that no Administrative Notices were issued this week.

2) Store Operations Update

Jim Richards, Store Operations Administrator, reported that we are currently stocking our new Nashua outlet 32 with product. We anticipate opening the outlet on February 21st.

3) Merchandising Report

A) Wine

1. February 2024 Primary Source Recommendations

Approved the recommended February 2024 Primary Source Recommendations (22 Primary, 51 Imported, 6 Exclusive Agent, and 0 Dual Distribution) as recommended.

2. Additional Size Request – RNDC New Hampshire

Approved the Additional Size Request from RNDC New Hampshire for #35876 The Prisoner Cabernet Sauvignon 375mL/12pk as recommended.

3. One Time Purchase for our Power Buy Program – Misc Brokers

Approved the recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.

4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 02/01/2024

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 1, 2024 Meeting

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 02/01/2024 as recommended.

5. REVISED April 2024 Monthly Promotional Sale
Approved the REVISED April 2024 Monthly Promotional Sale as recommended.
6. Test Results for September 2023 – December 2023 – EXPAND DISTRIBUTION
Approved the Test Results for September 2023 – December 2023 – EXPAND DISTRIBUTION as recommended.
7. Test Results for September 2023 – December 2023 – REMOVE FROM RETAIL
Approved the Test Results for September 2023 – December 2023 – REMOVE FROM RETAIL as recommended.

For Information Only

8. Status of 2024 Roll Out Items
9. Status of 2023 & 2024 Test Items

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 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.
2. 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.
3. Additional May 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended Additional May 2024 NH Liquor & Wine Outlet In-Store Events from Southern Glazer's Wine and Spirits as recommended.

After review of the Tasting Events 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 Requests – January 2024:
 - a) Martignetti Companies of NNE – Bols Blue Curacao
Approved the not recommended Appeal Request from Martignetti Companies of NNE for #8040 Bols Blue Curacao 750mL/12pk as recommended.
 - b) Martignetti Companies of NNE – Brightwater Rum
Approved the recommended Appeal Request from Martignetti Companies of NNE for #6414 Brightwater Rum 750mL/6pk as recommended.
 - c) RNDC New Hampshire – Black Irish Original Cream Liqueur
Approved the not recommended Appeal Request from RNDC New Hampshire on behalf of Royal Wine Corp. for #7049 Black Irish Original Cream Liqueur 750mL/12pk as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 1, 2024 Meeting

2. January 2024 Bi-Annual Spirits Item Review – Closeout Pricing
Approved the January 2024 Bi-Annual Spirits Item Review - Closeout Pricing as recommended.
3. Limited Time Offer Request – January 2024 – RNDC New Hampshire – Jack Daniel’s 10 and 12 Year
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp. for the purchase of 45 cases of #1763 Jack Daniel’s 12 Yr 700mL/6pk and 55 cases of #7113 Jack Daniel’s 10 Yr 700mL/6pk as a Limited Time Offer as recommended.
4. Multi Bottle Purchase Program – March 2024 – Spirits
Approved the recommended Multi Bottle Purchase Program - March 2024- Spirits from miscellaneous brokers as recommended.
5. One Time Buy Requests – January 2024:
 - a) Southern Glazer’s Wine and Spirits – 12th Edition Old Fitzgerald 8 Year BIB
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill for the purchase of 25 cases of #8586 12th Edition Old Fitzgerald 8 Year BIB 750mL/3pk as a One Time Buy as recommended.
 - b) Southern Glazer’s Wine and Spirits – Buffalo Trace Prohibition Collection
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac for the purchase of 4 cases of #8585 Buffalo Trace Prohibition Collection 375mL/5/1pk as a One Time Buy as recommended.
 - c) Southern Glazer’s Wine and Spirits – Crown Royal Lemonade Variety Pack
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo for the purchase of 150 cases of #8583 Crown Royal Lemonade Variety Pack 12oz/8/4pk as a One Time Buy as recommended.
 - d) MS Walker – Barr Hill Tom Cat Private Crowbar Gin
Approved the recommended request from MS Walker on behalf of Caledonia Spirits for the purchase of 10 cases of #4647 Barr Hill Tom Cat Private Crowbar Gin 750mL/6pk as a One Time Buy as recommended.
6. Programs & Sweepstakes:
 - a) RNDC New Hampshire – Online Mi Campo Concerts for a Year Sweepstakes
Approved the recommended Sweepstakes request from RNDC New Hampshire on behalf of Constellation Wines for the monthly promotional period of April – September 2024 (04/01/2024-09/30/2024) as recommended.
 - b) Southern Glazer’s Wine and Spirits – Program “When Life Hands You Lemons” Fundraiser
Approved the recommended “When Life Hands You Lemons” Fundraiser request from Southern Glazer’s Wine and Spirits on behalf of Fabrizia for the monthly promotional period of April - May 2024 (04/01/2024-05/27/2024) as recommended.
7. Spirits Test Market Results for Week Ending 01/28/2024
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:
#4289 Alc-A-Chino Vodka Spiked Latte 355mL/4 - \$12.99 (Martignetti Companies of NNE)
#9892 Calumet Farm 10 Year Old Bourbon 750mL - \$79.99 (MS Walker)
Grant Limited Distribution:
#7668 Fifty Stone Single Malt Whiskey 750mL - \$54.99 (Martignetti Companies of NNE)

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 1, 2024 Meeting

Specialty: None at this time.

Delist:

#3200 Maraska Nocelino Chocolate 750mL - \$24.99 (RNDC New Hampshire)

8. Test Market Requests – January 2024:

a) Southern Glazer’s Wine and Spirits – Don Julio Alma Miel

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo for #8584 Don Julio Alma Miel 750mL/6pk for Test Market Listing as recommended.

b) MS Walker – Barr Hill Gin and Tonic RTD

Approved the recommended request from MS Walker for #8582 Barr Hill Gin and Tonic RTD 12oz/4pk for Test Market Listing as recommended.

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

At 10:44 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners