

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of February 8, 2024 Meeting

Meeting commenced at 10:35 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 MEETING HELD February 1, 2024.

Chairman Mollica made a motion to accept the minutes from the February 1, 2024 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 66,402 inbound cases and 72,282 outbound cases. Inventory reached 847,029 cases. The percentage of state store deliveries reached 69%, which was higher than usual. 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

Jim Richards, Store Operations Administrator, reported that stores are set up for the new promotional period. Things at the new Nashua outlet 32 are moving right along for a February 21<sup>st</sup> opening.

#### 3) Merchandising Report

##### A) Wine

###### 1. February 2024 Primary Source Recommendations

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- Approved the recommended February 2024 Primary Source Recommendations (27 Primary, 54 Imported, 1 Exclusive Agent, and 0 Dual Distribution) as recommended.
2. Additional March 2024 Special Allowance Offers – Wine – MS Walker  
Approved the recommended Additional March 2024 Special Allowance Offers – Wine from MS Walker as recommended.
  3. Additional May 2024 Special Allowance Offers – Wine – MS Walker  
Approved the recommended Additional May 2024 Special Allowance Offers – Wine from MS Walker as recommended.
  4. Additional Size Requests – Pine State Beverage:
    - a) Black Box Buttery Chardonnay  
Approved the recommended additional size request from Pine State Beverage to offer #15878 Black Box Buttery Chardonnay 500mL as recommended.
    - b) Black Box Sauvignon Blanc  
Approved the recommended additional size request from Pine State Beverage to offer #15882 Black Box Sauvignon Blanc 500mL as recommended.
  5. June 2024 Monthly Promotional Sale  
Approved the recommended June 2024 Monthly Promotional Sale as recommended.
  6. REVISED One Time Purchase for our Power Buy Program – Misc Brokers  
Approved the recommended REVISED One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
  7. One Time Purchase for our Power Buy Program – Martignetti Companies of NNE – Serge Doré  
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from Martignetti Companies of NNE and Serge Doré as recommended.
  8. 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.
  9. Recommended Allocated Wines for Distribution to Selected Stores – 02/08/2024  
Approved the Recommended Allocated Wines for Distribution to Selected Stores from miscellaneous brokers as recommended.
  10. Request for Wine Specialty Status – Misc Brokers  
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
  11. Sweepstakes – RNDC New Hampshire:
    - a) Scan-To-Win a Trip to New Zealand – May – August 2024  
Approved the recommended request from RNDC New Hampshire on behalf of Kim Crawford to conduct a ‘Scan-To-Win a Trip to New Zealand’ sweepstakes for the promotional months of May through August 2024 as recommended.
    - b) Scan-To-Win “Spice up Your Summer” – May – August 2024  
Approved the recommended request from RNDC New Hampshire on behalf of Ruffino Lumina to conduct a Scan-To-Win “Spice up Your Summer” sweepstakes for the promotional months of May through August 2024 as recommended.
  12. Vendor Request Closeout Pricing with Additional Purchase – MS Walker  
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase from MS Walker as recommended.

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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 April 2024 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended Additional April 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
4. Additional May 2024 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended Additional May 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
5. NHLC and Bord Bia present – Exploring the Spirits of Ireland & Off-Site Store  
Approved the recommended “NHLC and Bord Bia present – Exploring the Spirits of Ireland” & Off-Site Store as recommended.
6. NHLC Employee Training and Spirit Tasting  
Approved the recommended NHLC Employee Training and Spirit Tasting at Manchester Country Club 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. Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Red River Rye Texas Whiskey – Southern Glazer’s Wine and Spirits  
Approved the not recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Red River Rye Texas Whiskey from Southern Glazer’s Wine and Spirits as recommended.
2. Limited Time Offer Requests – January 2024:
  - a) Martignetti Companies of NNE – Cathedral Ledge Organic Straight Rye Whiskey  
Approved the recommended request from Martignetti Companies of NNE on behalf of Cathedral Ledge to purchase 100 cases of #8591 Cathedral Ledge Organic Straight Rye Whiskey 750mL/6pk as a Limited Time Offer as recommended.
  - b) RNDC New Hampshire – High West Barbados Rum Finish Cask Bourbon  
Approved the recommended request from RNDC New Hampshire on behalf of Constellation Brands to purchase 56 cases of #8600 High West Barbados Rum Finish Cask Bourbon 750mL/6pk as a Limited Time Offer as recommended.
  - c) RNDC New Hampshire – Woodford Rsv Kentucky Derby Bourbon and Woodford Rsv Master’s Collection Batch Proof

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Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 100 cases of #5005 Woodford Rsv Kentucky Derby Bourbon 750mL/6pk and 80 cases of #8594 Woodford Rsv Master's Collection Batch Proof as a Limited Time Offer as recommended.

- d) Southern Glazer's Wine and Spirits – Don Julio 1942 Ultima Reserva  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 6 cases of #8584 Don Julio 1942 Ultima Reserva 750mL/6pk as a Limited Time Offer as recommended.

### 3. One Time Buy Requests – January 2024:

- a) 21st Century Wine Company – Abre Ojos Deftones Anejo Tequila  
Approved the recommended request from 21st Century Wine Company to purchase 50 cases of #8596 Abre Ojos Deftones Anejo Tequila 750mL/6pk as a One Time Buy as recommended.

- b) MS Walker – Barr Hill Tom Cat 100 Barrel #2950 and Barr Hill Tom Cat 100 Barrel #3160  
Approved the recommended request from MS Walker on behalf of Caldonia Spirits to purchase approximately 25 cases of #9565 Barr Hill Tom Cat 100 Barrel #2950 750mL/6pk and approximately 25 cases of #9566 Barr Hill Tom Cat 100 Barrel #3160 750mL/6pk as a One Time Buy as recommended.

### 4. Spirits Test Market Results for Week Ending 02/04/2024

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:**

#2103 Whiskey in the Wild Original Canadian 750mL - \$89.99 (Ruby Wines New Hampshire)

#8201 Casamigos Cristalino 750mL - \$59.99 (Southern Glazers Wine and Spirits)

#### **Specialty:**

#4151 Tullibardine 12 Year Single Malt 750mL - \$44.99 (Pine State Beverage)

#4445 Prospero Blanco Tequila 750mL - \$36.99 (RNDC New Hampshire)

#### **Limited:**

None at this time.

#### **Delist:**

#8148 Grand Mayan Extra Aged Tequila 1.75L - \$159.99 (M.S. Walker)

#8869 Kinky Peach Mango 750mL - \$14.49 (Pine State Beverage)

#8870 Watkins Spiced Orange Bourbon 750mL - \$17.49 (Pine State Beverage)

#8871 Watkins Cinnamon Apple Bourbon 750mL - \$17.49 (Pine State Beverage)

### 5. REVISED Test Market Request for Don Julio Alma Miel – January 2024 – Diageo – Southern Glazer's Wine and Spirits

Approved the recommended REVISED Test Market Request for Don Julio Alma Miel from Southern Glazer's Wine and Spirits on behalf of Diageo as recommended.

### 6. Test Market Requests – January 2024:

- a) RNDC New Hampshire – Sogno di Sorrento Espresso Caffe  
Approved the recommended request from RNDC New Hampshire on behalf of Cive Importing to offer #8597 Sogno di Sorrento Espresso Caffe 750mL/6pk for Test Market Listing as recommended.

- b) Southern Glazer's Wine and Spirits – Bulleit Single Malt

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Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #8589 Bulleit Single Malt 750mL/6pk for Test Market Listing as recommended.

c) Southern Glazer's Wine and Spirits – Ciroc Limonada

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #8604 Ciroc Limonada 750mL/12pk for Test Market Listing as recommended.

d) Southern Glazer's Wine and Spirits – Ketel One Cosmopolitan

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #8603 Ketel One Cosmopolitan 375mL/12pk for Test Market Listing as recommended.

e) Southern Glazer's Wine and Spirits – Tanqueray Negroni

Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #8400 Tanqueray Negroni 375mL/12pk for Test Market Listing as recommended.

f) MS Walker – Pelotón de la Muerte Mezcal Pechuga

Approved the recommended request from MS Walker to offer #8588 Pelotón de la Muerte Mezcal Pechuga 750mL/6pk 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 10:50 a.m. the meeting was adjourned.

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