

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 15, 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; Director Mark Armaganian, Enforcement.

Excused: Deputy Commissioner Nicole Brassard Jordan; Justin Gunter, Wine Marketing Specialist; Gregory Featherston, DHL.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD February 8, 2024.

Chairman Mollica accepted the minutes from the February 8, 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. Chairman Mollica read the KPI report into the record. Mr. Featherston reported 101,294 inbound cases, which was up 37,000 cases. Outbound volume was consistent at 79,071 cases. Total inventory reached 868,711 cases. All KPIs were met.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, acknowledged DHL for their support delivering additional loads and product transfers to the new Nashua outlet. Director Roy also presented the item below and reported on the Administrative Notices.

A) Director Mark Roy

1. Updated Policy of Samples Provided to the New Hampshire Liquor Commission (NHLC)
Approved the recommended Updated Policy of Samples Provided to the New Hampshire Liquor Commission (NHLC) effective March 1, 2024 as recommended.

After review of the item listed above, Chairman Mollica accepted the recommendation 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.

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2) Store Operations Update

James Richards, Store Operations Administrator, reported that the new Nashua outlet will open on Wednesday, February 21st, and construction has begun at a new Keene/Swanzey location.

3) Merchandising Report

A) Wine

1. April, May, and June 2024 - NH Winery Display Rack Program
Approved the recommended NH Winery Display Rack Program for April, May, and June 2024 as recommended.
2. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
3. Roll Out Requests – Multiple Brokers – May 2024
Approved the recommended and not recommended Roll Out Requests from miscellaneous brokers for May 2024 as recommended.
4. Scan-To-Win a Meet & Greet with Dave Mathews Sweepstakes – April – Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Dreaming Tree to conduct a Scan-To-Win a Meet & Greet with Dave Mathews Sweepstakes for the promotional period of April 2024 as recommended.
5. Test Market Requests – Multiple Brokers – May 2024
Approved the recommended and not recommended Test Market Requests from miscellaneous brokers for May 2024 as recommended.
6. Test Results for October 2023 – January 2024 – EXPAND DISTRIBUTION
Approved the recommended Test Results for October 2023 through January 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
7. Test Results for October 2023 – January 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results for October 2023 through January 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
8. Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase from RNDC New Hampshire as recommended.

For Information Only:

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

After review of the Wine items listed above, Chairman Mollica accepted the recommendations as prepared by Mr. Gunter.

B) Tasting Events

No items in this section this week.

C) Spirits

1. February 2024 Spirit Warehouse Only List

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Approved the recommended February 2024 Spirit Warehouse Only List (12 Primary, 18 Imported, and 0 Exclusive Agent) as recommended.

2. Limited Time Offer Requests – January & February 2024:

a) RNDC New Hampshire – GlenDronach 15 Year Scotch

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 26 cases of #2740 GlenDronach 15 Year Scotch 750mL/6pk as a Limited Time Offer as recommended.

b) RNDC New Hampshire – The GlenDronach Parliament 21 Year Old and The GlenDronach Grandeur 29 Year Old

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 10 cases of #8605 The GlenDronach Parliament 21 Year Old 750mL/6pk and 2 cases of #8611 The GlenDronach Grandeur 29 Year Old 700mL/2pk as a Limited Time Offer as recommended.

c) Southern Glazer's Wine and Spirits – Crown Royal Blackberry

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 1,008 cases of #8607 Crown Royal Blackberry 750mL/12pk as a Limited Time Offer as recommended.

d) Southern Glazer's Wine and Spirits – Hibiki Harmony Japanese Whisky and Hakushu 12 Year Japanese Single Malt Whisky

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 84 cases of #2986 Hibiki Harmony Japanese Whisky 750mL/6pk and 3 cases of #2940 Hakushu 12 Year Japanese Single Malt Whisky 750mL/12pk as a Limited Time Offer as recommended.

e) Southern Glazer's Wine and Spirits – Weller 12 Year Bourbon

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to purchase 41 cases of #992 Weller 12 Year Bourbon 1L/12pk as a Limited Time Offer as recommended.

3. One Time Buy Requests – January 2024:

a) Martignetti Companies of NNE – The Macallan Harmony Collection Amber Meadow

Approved the recommended request from Martignetti Companies of NNE on behalf of Edrington Americas to purchase 50 cases of #8631 The Macallan Harmony Collection Amber Meadow 750mL/6pk as a One Time Buy as recommended.

b) Southern Glazer's Wine and Spirits – Heaven Hill Heritage Collection 3rd Edition

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill to purchase 15 cases of #8608 Heaven Hill Heritage Collection 3rd Edition 750mL/3pk as a One Time Buy as recommended.

4. Not Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Misc Spirits Items – Pine State Beverage

Approved the not recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Miscellaneous Spirits Items from Pine State Beverage as recommended.

5. Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Templeton Barrel Strength and Seagram's Sweet Tea Vodka – RNDC New Hampshire

Approved the recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Templeton Barrel Strength and Seagram's Sweet Tea Vodka from RNDC New Hampshire as recommended.

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6. March 2024 Revised Special Allowance Offers – Spirits – RNDC New Hampshire
Approved the recommended March 2024 Revised Special Allowance Offers – Spirits from RNDC New Hampshire as recommended.
7. April 2024 Additional Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
Approved the recommended April 2024 Additional Special Allowance Offers – Spirits from Southern Glazer’s Wine and Spirits as recommended.
8. May 2024 Additional Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
Approved the recommended May 2024 Additional Special Allowance Offers – Spirits from Southern Glazer’s Wine and Spirits as recommended.
9. Spirits Test Market Results for Week Ending 02/11/2024
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:
#1827 Heaven's Door Ascension 750mL - \$54.99 (RNDC New Hampshire)
#8188 JoJo Chocolate Chip Cookie Dough Whiskey 750mL - \$32.99 (Pine State Beverage)
#8208 Arran 10 Year Single Malt 700mL - \$54.99 (Southern Glazers Wine and Spirits)
Specialty:
#8873 1786 XO Cognac 750mL - \$42.99 (Pine State Beverage)
Limited:
None at this time.
Delist:
#3874 Grey Goose Classic Martini 375mL – 12.49 (Southern Glazers Wine and Spirits)
#7399 Rock N Roll Mango Tequila Guitar 750mL - \$31.49 (Martignetti Companies of NNE)
#7578 Fulmine Gin London Dry 750mL - \$35.99 (PSP Wines of New Hampshire)
#7665 Carl T Hubers Bourbon Whiskey 750mL - \$28.49 (Martignetti Companies of NNE)
#8186 818 Anejo Tequila 750mL - \$42.99 (Southern Glazers Wine and Spirits)
10. Test Market Requests – February 2024:
 - a) Southern Glazer’s Wine and Spirits - Barsol Quebranta Puro Pisco
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Hotaling & Co. to offer #8602 Barsol Quebranta Puro Pisco 700mL/6pk for Test Market Listing as recommended.
 - b) Southern Glazer’s Wine and Spirits – Clase Azul Gold
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Tequila Premiums, Inc. to offer #7103 Clase Azul Gold 750mL/3pk for Test Market Listing as recommended.
 - c) Southern Glazer’s Wine and Spirits – Jim Beam Rye
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Jim Beam Brands to offer #8613 Jim Beam Rye 750mL/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.

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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