

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 22, 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; Patrick Kerns, DHL; Roger Payne, DHL, Ryan Wilson, DHL.

Excused: Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD February 15, 2024.

Chairman Mollica accepted the minutes from the February 15, 2024 Commission Meeting.

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

Ryan Wilson forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson reported that inbound outpaced outbound with 99,275 cases. Outbound remained light with 79,612 cases. Inventory reached 888,567 cases. 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

James Richards, Store Operations Administrator, reported that the February 21st soft opening at the new Nashua outlet 32 went well. There was a steady stream of customers upon opening. This new outlet is larger and offers more selection and amenities for our customers. Progress continues on the new Keene/Swanzey outlet. We anticipate an end of 2024 opening at this location.

1. New Outlet 32 – Recommendation for Outlet Hours

Approved the recommended New Outlet 32 Recommendation for Outlet Hours as recommended.

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After review of the recommendations above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Richards. Chairman Mollica seconded the motion. The motion was unanimously adopted.

3) Merchandising Report

A) Wine

1. February 2024 Primary Source Recommendations
Approved the recommended February 2024 Primary Source Recommendations (20 Primary, 54 Imported, 8 Exclusive Agent, and 0 Dual Distribution) as recommended.
2. Additional Size Request – Martignetti Companies of NNE
Approved the recommended Additional Size Request for #29469 Bonanza Cabernet Sauvignon 1.5L from Martignetti Companies of NNE 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. Additional Special Allowance Offers – May 2024 – Wine – Martignetti Companies of NNE
Approved the recommended Additional Special Allowance Offers – Wine for May 2024 from Martignetti Companies of NNE as recommended.
5. 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.
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 02-22-2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores from miscellaneous brokers as recommended.
7. REVISED Allocation – Uncorked LLC
Approved the recommended REVISED Allocation from Uncorked LLC as recommended.
8. Sweepstakes:
 - a) Scan-To-Win a Trip to 2025 Players Championship Tournament Sweepstakes March – October 2024 – RNDC New Hampshire
Approved the recommended request from RNDC New Hampshire on behalf of Meiomio to conduct a Scan-To-Win a Trip to 2025 Players Championship Tournament Sweepstakes for the promotional periods of March through October 2024 as recommended.
 - b) Scan-To-Win a Meet & Greet with Dave Mathews in Gilford, NH 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 in Gilford, NH Sweepstakes for the promotional month of April 2024 as recommended.
9. On-Premise Special Discount – March 2024
Approved the recommended On-Premise Special Discount from miscellaneous brokers for March 2024 as recommended.

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

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motion was unanimously adopted.

B) Tasting Events

1. 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.
2. 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.
3. 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.

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. Case Labeling Procedure Concord Warehouse – February 2024
Approved the recommended Case Labeling Procedure Concord Warehouse – February 2024 as recommended.
2. 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.
3. Additional Special Allowance Offers – May 2024 – Spirits – RNDC New Hampshire
Approved the recommended Additional Special Allowance Offers – Spirits for May 2024 from RNDC New Hampshire as recommended.
4. Limited Time Offer Request for Jack Daniel’s McLaren 2024 Edition – February 2024 - Brown-Forman – RNDC New Hampshire
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 88 cases of #8643 Jack Daniel’s McLaren 2024 Edition 1L/12pk as a Limited Time Offer as recommended.
5. Line Extension Request for Elijah Craig Small Batch – February 2024 – Heaven Hill Brands – Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill Brands to offer #8461 Elijah Craig Small Batch 1L/12pk as a Line Extension as recommended.
6. One Time Buy Requests – February 2024:
 - a) Southern Glazer’s Wine and Spirits – Buffalo Trace Bourbon Barrel #507, Buffalo Trace Bourbon Barrel #509, Buffalo Trace Bourbon Barrel #516, and Buffalo Trace Bourbon Barrel #604
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac to purchase the following:
45 cases of #9717 Buffalo Trace Bourbon Barrel #507 750mL/12pk,
45 cases of #9718 Buffalo Trace Bourbon Barrel #509 750mL/12pk,
45 cases of #9719 Buffalo Trace Bourbon Barrel #516 750mL/12pk, and

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45 cases of #9720 Buffalo Trace Bourbon Barrel #604 750mL/12pk as a One Time Buy as recommended.

- b) Southern Glazer's Wine and Spirits – Eight Reserve Tequila
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to purchase #TBD Eight Reserve Tequila as a One Time Buy as recommended.
- c) Southern Glazer's Wine and Spirits – Old Fashioned Copper Bourbon 1996
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to purchase 10 cases of #8661 Old Fashioned Copper Bourbon 1996 750mL/1pk as a One Time Buy as recommended.

7. Spirits Test Market Results for Week Ending 02/18/2024

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:

- #1999 Old Forester 1870 Craft Bourbon 750mL - \$44.99 (RNDC New Hampshire)
- #2467 Hennessy XO 375mL - \$124.99 (Southern Glazers Wine and Spirits)
- #7670 Rancho La Gloria Jalapeno Lime Infused 750mL - \$36.99 (Martignetti Companies of NNE)
- #8132 Kamiki Maltage Whisky 750mL - \$74.99 (RNDC New Hampshire)
- #8199 Patron El Cielo 700mL - \$129.99 (Southern Glazers Wine and Spirits)
- #8317 Ketel One Espresso Martini 375mL - \$13.99 (Southern Glazers Wine and Spirits)

Specialty:

- #4717 Umiki Ocean Fused Whiskey 750mL - \$44.99 (RNDC New Hampshire)

Limited:

- #3744 Gran Centenario Reposado 750mL - \$34.99 (Southern Glazers Wine and Spirits)
- #4715 Minoki Mizunara Cask Finish Rum 750mL - \$44.99 (RNDC New Hampshire)

Delist:

- #7666 Starlight Blackberry Whiskey 750mL - \$19.99 (Martignetti Companies of NNE)
- #7905 Bull Shot Cookies and Cream Whiskey 750mL - \$21.49 (Baystate Wine and Spirits)
- #8193 Maestro Dobel Silver 750mL - \$31.99 (Southern Glazers Wine and Spirits)
- #8707 Bird Dog S'more Flavored Whiskey 750mL - \$14.99 (M.S. Walker)

8. Test Market Requests – February 2024:

- a) RNDC New Hampshire – Bimini Coconut Gin
Approved the recommended request from RNDC New Hampshire on behalf of Round Turn Distilling to offer #8647 Bimini Coconut Gin 750mL/6pk for Test Market Listing as recommended.
- b) Southern Glazer's Wine and Spirits – Altos Strawberry Margarita
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard to offer #8646 Altos Strawberry Margarita 750mL/6pk for Test Market Listing as recommended.
- c) Southern Glazer's Wine and Spirits – Angostura 5 Year Old Rum
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Terlato Wine Group to offer #8644 Angostura 5 Year Old Rum 750mL/6pk for Test Market Listing as recommended.
- d) Southern Glazer's Wine and Spirits – Jameson Irish Orange Spritz

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Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard to offer #8645 Jameson Irish Orange Spritz 355mL/4/6pk for Test Market Listing as recommended.

e) Uncorked LLC – Elysian Fields Lavender Gin

Approved the recommended request from Uncorked LLC on behalf of The Better Man Distilling Co. to offer #8662 Elysian Fields Lavender Gin 750mL/12pk for Test Market Listing as recommended.

f) MS Walker – Field & Sound Maritime Whiskey

Approved the recommended request from MS Walker on behalf of Long Island Spirits to offer #8319 Field & Sound Maritime Whiskey 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 10:45 a.m. the meeting was adjourned.

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