

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of February 29, 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; Lieutenant Matthew Culver, Enforcement; Ryan Wilson, DHL.

Excused: Justin Gunter, Wine Marketing Specialist; 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 made a motion to accept the minutes from the February 15, 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

Ryan Wilson forwarded the KPI Report to the Commission, in Mr. Featherston's absence, and it has been reviewed. Mr. Wilson reported that inbound outpaced outbound with 90,342 cases. Outbound was 77,399 cases which was on par with February volumes. Inventory was 901,042 cases. All KPIs were met.

Director Roy thanked DHL for their assistance with the Ghost Drop on Tuesday, February 27<sup>th</sup>. Deliveries were made to seven select outlets. The deliveries went smoothly, and we received great consumer feedback.

### IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, presented the item below and reported on the Administrative Notices. Director Roy also introduced Mike Derderian, our new Spirits Marketing Specialist. Mr. Derderian has worked in our outlets for many years and will be a great addition to our Marketing team.

#### A) Director Mark Roy

##### 1. January 2024 Approved Price Changes

Approved the recommended January 2024 Approved Price Changes as recommended.

After review of the item listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendation as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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### *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.

#### 2) Store Operations Update

James Richards, Store Operations Administrator, acknowledged that it's bittersweet to welcome Mike Derderian to our HQ team as he has been a strong, longtime outlet manager! He expressed confidence that Mr. Derderian will be successful in his new position. Mr. Richards reported that outlets are open and completing recurring tasks. We anticipate opening the new Keene/Swanzey outlet the end of 2024 or beginning of 2025.

#### 3) Merchandising Report

##### A) Wine

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

Approved the recommended February 2024 Primary Source Recommendations (18 Primary, 42 Imported, 0 Exclusive Agent, and 0 Dual Distribution) as recommended.

##### 2. 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.

##### 3. July & August 2024 Monthly Promotional Sale

TABLED the recommended July & August 2024 Monthly Promotional Sale as recommended.

##### 4. NH Winery New Listing – Sap House Meadery

Approved the recommended request from Sap House Meadery to offer #TBD Jam Sesh 355mL/4/12pk as a NH Winery New Listing as recommended.

##### 5. One Time Buy Requests:

##### a) Bay State Wine & Spirits – Chateau D'Arcins Bordeaux

Approved the recommended request from Bay State Wine & Spirits to purchase 10 cases of #21630 Chateau D'Arcins Bordeaux 1.5L/6pk as a One Time Buy as recommended.

##### b) Bay State Wine & Spirits – Chateau Ferrande Graves

Approved the not recommended request from Bay State Wine & Spirits to purchase #21649 Chateau Ferrande Graves 1.5L/6pk as a One Time Buy as recommended.

##### c) Bay State Wine & Spirits – Chateau Tour Prignac Bordeaux

Approved the not recommended request from Bay State Wine & Spirits to purchase #21643 Chateau Tour Prignac Bordeaux 1.5L/6pk as a One Time Buy as recommended.

##### 6. 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.

##### 7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 02-29-2024

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores from miscellaneous brokers as recommended.

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8. Request for Wine Specialty Status – Misc Brokers  
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
9. Special Purchase Request Canard Vineyard the Resurgence Cabernet Sauvignon – RNDC New Hampshire  
Approved the recommended Special Purchase Request from Canard Vineyard and RNDC New Hampshire to purchase 56 cases of #25835 Canard Vineyard the Resurgence Cabernet Sauvignon 750mL/12pk as recommended.
10. Wine Outlet Price Busters – April and May 2024  
Approved the recommended and not recommended Wine Outlet Price Busters for April and May 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 Director Roy. Chairman Mollica seconded the motion. The 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.
4. June 2024 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended June 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. Line Extension Request – February 2024 – Fishers Island Lemonade Beach Variety 355ml/8 – Pine State Beverage  
Approved the recommended request from Pine State Beverage to offer #8650 Fishers Island Lemonade Beach Variety 355ml/8/3pk as a Line Extension as requested.
2. Multi Bottle Purchase Program – April & May 2024 – Spirits  
Approved the recommended Multi Bottle Purchase Program – Spirits for April and May 2024 as recommended.
3. Outlet Price Busters – April & May 2024 – Spirits  
Approved the recommended and not recommended Outlet Price Busters – Spirits for April and May 2024 as recommended.

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

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