

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 7, 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; Justin Gunter, Wine Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Patrick Kerns, DHL; Roger Payne, DHL; Joe Wallenhorst, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan for NextGen meeting; 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 29, 2024.

Chairman Mollica accepted the minutes from the February 29, 2024 Commission Meeting.

III) ADMINISTRATION

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

Patrick Kerns welcomed Roger Payne back to another Commission meeting and introduced Joe Wallenhorst. Joe is the network General Manager for the Ohio Liquor sites and was involved in the implementation of their D365/ERP upgrade. Joe will be working with DHL and NHLC to assist in our transition to the new system.

Ryan Wilson forwarded the KPI Report to the Commission, in Mr. Featherston's absence, and it has been reviewed. Mr. Kerns read the report into the record. Mr. Wilson reported that inbound outpaced outbound with 101,003 cases. Outbound was 79,331 cases, which is seasonal. Inventory was 922,185 cases. All KPIs were met.

Mr. Kerns indicated that DHL has been training and preparing for the NextGen launch, and they're prepared for the weeks ahead. He thanked NHLC for getting notices out to encourage everyone to stock up prior to the launch. Mr. Kerns expects that the transition will be smooth with Mr. Wallenhorst assisting on DHL's part.

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

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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 outlets have been working with DHL and preparing for the transition to the new system with no interruption of service for our customers. The new Keene/Swanzey outlet is looking good and progressing on schedule. We are currently preparing for the grand opening of the new Nashua outlet 32 which will take place next Tuesday, March 12.

3) Merchandising Report

A) Wine

1. TABLED - July & August 2024 Monthly Promotional Sale

Removed the July & August 2024 Monthly Promotional Sale from the Table and referred it back to Marketing as recommended.

2. 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.

3. REVISED One Time Purchase for our Power Buy Program – MS Walker

Approved the recommended REVISED One Time Purchase for our Power Buy Program from MS Walker as recommended.

4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 03/07/2024

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

5. Recommended 2021 Bordeaux Arrivals for Distribution to Selected Stores – Ruby Wines New Hampshire 03/07/2024

Approved the Recommended 2021 Bordeaux Arrivals for Distribution to Selected Stores from Ruby Wines New Hampshire as recommended.

6. Request for Wine Specialty Status – Misc Brokers

Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.

7. Scan-To-Win a Spring Brunch Entertaining Kit Sweepstakes – March – April 2024 – RNDC New Hampshire

Approved the recommended request from RNDC New Hampshire to conduct a Scan-To-Win a Spring Brunch Entertaining Kit Sweepstakes for the promotional months of March and April 2024 as recommended.

8. Additional Special Allowance Offers – April 2024 – Wine – RNDC New Hampshire

Approved the recommended Additional Special Allowance Offers – Wine for April 2024 from RNDC New Hampshire as recommended.

9. Additional Special Allowance Offers – May 2024 – Wine:

Approved the following Additional Special Allowance Offers – Wine for May 2024:

a) Martignetti Companies of NNE – as recommended.

b) RNDC New Hampshire – as recommended.

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10. Special Allowance Offers – June 2024 – Wine:

Approved the following Special Allowance Offers - Wine for June 2024:

- a) Bay State Wine & Spirits – as recommended.
 - b) Martignetti Companies of NNE – as recommended.
 - c) Pine State Beverage – as recommended.
 - d) RNDC New Hampshire – as recommended.
 - e) Southern Glazer’s Wine and Spirits – as recommended.
 - f) MS Walker – as recommended.
11. Vendor Request Closeout Pricing with No Additional Purchase – Pearl Lake Distributors
Approved the recommended Vendor Request Closeout Pricing with No Additional Purchase from Pearl Lake Distributors as recommended.

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

B) Tasting Events

1. Additional April 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended Additional April 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
2. 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.
3. Additional June 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended Additional June 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Director Roy.

C) Spirits

1. 2024 Summer Spirits Seasonal & VAP Offers
Approved the recommended and not recommended 2024 Summer Spirits Seasonal & VAP Offers from miscellaneous brokers as recommended.
2. Limited Time Offer Requests – February 2024:
 - a) Southern Glazer’s Wine and Spirits – Smirnoff Red White and Berry 1.75L and Smirnoff Red White and Berry 750mL
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 500 cases of #1492 Smirnoff Red White and Berry 1.75L/6pk and 350 cases of #1383 Smirnoff Red White and Berry 750mL/12pk as a Limited Time Offer as recommended.
 - b) RNDC New Hampshire – 15 Stars Sherry Cask Finished and 15 Stars Triple Cask
Approved the not recommended request from RNDC New Hampshire on behalf of 15 Stars to purchase #8743 15 Stars Sherry Cask Finished 750mL/6pk and #8742 15 Stars Triple Cask 750mL/6pk as a Limited Time Offer as recommended.
3. Line Extension Requests – February 2024:
 - a) Southern Glazer’s Wine and Spirits – 818 Blanco Tequila 375mL

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Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to offer #8733 818 Blanco Tequila 375mL/12pk as a Line Extension as recommended.

- b) Southern Glazer's Wine and Spirits – Crown Royal Peach 375mL

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #2403 Crown Royal Peach 375mL/24pk as a Line Extension as recommended.

- c) Southern Glazer's Wine and Spirits – Don Julio Anejo 375mL

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #8752 Don Julio Anejo 375mL/12pk as a Line Extension as recommended.

- d) Southern Glazer's Wine and Spirits – Don Julio Blanco 1L

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #8753 Don Julio Blanco 1L/6pk as a Line Extension as recommended.

- e) Southern Glazer's Wine and Spirits – Don Julio Reposado 375mL

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #2892 Don Julio Reposado 375mL/12pk as a Line Extension as recommended.

4. Multi Bottle Purchase Program – March 2024 – Spirits UPDATED

Approved the recommended UPDATED Multi Bottle Purchase Program – Spirits for March 2024 as recommended.

5. One Time Buy Requests – February 2024:

- a) Pine State Beverage – 2XO The Kiawah Blend Bourbon

Approved the recommended request from Pine State Beverage on behalf of Prestige Beverage Group to purchase 28 cases of #8735 2XO The Kiawah Blend Bourbon 750mL/6pk as a One Time Buy as recommended.

- b) Pine State Beverage – New Amsterdam Tangerine 750mL and New Amsterdam Tangerine 50mL

Approved the recommended request from Pine State Beverage on behalf of E & J Gallo to purchase 150 cases of #8738 New Amsterdam Tangerine 750mL/12pk as a One Time Buy as recommended.

Approved the not recommended request from Pine State Beverage on behalf of E & J Gallo to purchase #TBD New Amsterdam Tangerine 50mL/120pk as a One Time Buy as recommended.

- c) RNDC New Hampshire – Heaven's Door Exploration Series 1

Approved the recommended request from RNDC New Hampshire on behalf of Luxco to purchase 20 cases of #8659 Heaven's Door Exploration Series 1 750mL/6pk as a One Time Buy as recommended.

- d) RNDC New Hampshire – Penelope Rio Straight Bourbon

Approved the recommended request from RNDC New Hampshire on behalf of Luxco to purchase 30 cases of #2823 Penelope Rio Straight Bourbon 750mL/6pk as a One Time Buy as recommended.

- e) RNDC New Hampshire – Penelope Tokaji Cask Rye (note correct spelling of Tokaji)

Approved the recommended request from RNDC New Hampshire on behalf of Luxco to purchase 15 cases of #8633 Penelope Tokaji Cask Rye 750mL/6pk as a One Time Buy as recommended.

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- f) Southern Glazer's Wine and Spirits – Kavalan King Car Conductor
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Hotaling & Co. to purchase #TBD Kavalan King Car Conductor 750mL/6pk as a One Time Buy as recommended.
6. Additional Special Allowance Offers – March 2024 – Spirits – Southern Glazer's Wine and Spirits
Approved the recommended Additional Special Allowance Offers – Spirits for March 2024 from Southern Glazer's Wine and Spirits as recommended.
7. Revised Special Allowance Offers – June 2024 – Spirits – MS Walker
Approved the recommended Revised Special Allowance Offers – Spirits for June 2024 from MS Walker as recommended.
8. Special Allowance Offers – June 2024 – Spirits:
Approved the recommended Special Allowance Offers – Spirits for June 2024 as follows:
- a) Martignetti Companies of NNE – as recommended.
 - b) Pine State Beverage – as recommended.
 - c) RNDC of New Hampshire – as recommended.
 - d) Ruby Wines New Hampshire – as recommended.
 - e) Southern Glazer's Wine and Spirits – as recommended.
 - f) Stone Fence Beverage – as recommended.
 - g) MS Walker – as recommended.
9. Spirits Test Market Results for Week Ending 02/25/2024
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:**
#3770 Freeland Spirits Bourbon 750mL - \$57.99 (RNDC New Hampshire)
- Specialty:**
#8156 Adictivo Anejo Black 750mL - \$79.99 (Ruby Wines New Hampshire)
- Limited:**
None at this time.
- Delist:**
#8142 Delola Spritz L'Orange 750mL - \$16.49 (Southern Glazers Wine and Spirits)
#8145 Delola Spritz Paloma Rosa 750mL - \$16.49 (Southern Glazers Wine and Spirits)
#8146 Delola Spritz Bella Berry 750mL - \$16.49 (Southern Glazers Wine and Spirits)
#8206 Kamora Dulce de Leche Liqueur 750mL - \$10.79 (Southern Glazers Wine and Spirits)
#8263 Dr. McGillicuddy's Apple Pie 375mL - \$5.49 (Southern Glazers Wine and Spirits)
#8271 Calypso Spiced Rum 750mL - \$4.79 (Southern Glazers Wine and Spirits)
10. Spirits Test Market Results for Week Ending 03/03/2024
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:**
None at this time.
- Specialty:**
#7432 Wemyss Malts The Hive Blended Malt Scotch 700mL - \$59.99 (Ruby Wines New Hampshire)
#7434 Wemyss Malts Peat Chimney Blended Scotch 700mL - \$59.99 (Ruby Wines New Hampshire)

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#8287 Rebel Straight Rye 100pr Whiskey 750mL - \$27.99 (RNDC New Hampshire)

Limited:

None at this time.

Delist:

None at this time.

11. Test Market Requests – February 2024:

- a) Pine State Beverage – Fishers Island Pink Flamingo and Fishers Island Spiked Tea
Approved the recommended request from Pine State Beverage to offer #8649 Fishers Island Pink Flamingo 355mL/4pk and #8648 Fishers Island Spiked Tea 355ml/4pk for Test Market Listing as recommended.
- b) Pine State Beverage – RumChata Pineapple 750mL and RumChata Pineapple 50mL
Approved the recommended request from Pine State Beverage to offer #8736 RumChata Pineapple 750mL/6pk for Test Market Listing as recommended.
Approved the not recommended request from Pine State Beverage to purchase #TBD RumChata Pineapple 50mL/120pk as a One Time Buy as recommended.
- c) Pine State Beverage – Tequila Komos Anejo Reserva
Approved the recommended request from Pine State Beverage to offer #8739 Tequila Komos Anejo Reserva 750mL/6pk for Test Market Listing as recommended.
- d) RNDC New Hampshire – 15 Stars First West Rye
Approved the recommended request from RNDC New Hampshire on behalf of 15 Stars to offer #8745 15 Stars First West Rye 750mL/6pk for Test Market Listing as recommended.
- e) RNDC New Hampshire – 15 Stars Private Stock
Approved the recommended request from RNDC New Hampshire on behalf of 15 Stars to offer #8747 15 Stars Private Stock 750mL/6pk for Test Market Listing as recommended.
- f) RNDC New Hampshire – Archipelago Botanical Gin
Approved the recommended request from RNDC New Hampshire on behalf of Preiss Imports to offer #8763 Archipelago Botanical Gin 700mL/12pk for Test Market Listing as recommended.
- g) RNDC New Hampshire – Breckenridge High Proof Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Breckenridge Distillery to offer #8760 Breckenridge High Proof Bourbon 750mL/6pk for Test Market Listing as recommended.
- h) RNDC New Hampshire – Cutwater Espresso Martini
Approved the recommended request from RNDC New Hampshire on behalf of Anheuser-Busch to offer #TBD Cutwater Espresso Martini 355mL/4/6pk for Test Market Listing as recommended.
- i) RNDC New Hampshire – Cutwater Margarita Variety Pack
Approved the recommended request from RNDC New Hampshire on behalf of Anheuser-Busch to offer #8141 Cutwater Margarita Variety Pack 200mL/12/2pk for Test Market Listing as recommended.
- j) RNDC New Hampshire – Ezra Brooks 99 Rye
Approved the recommended request from RNDC New Hampshire on behalf of Luxco to offer #8765 Ezra Brooks 99 Rye 750mL/6pk for Test Market Listing as recommended.

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- k) RNDC New Hampshire – Holladay Soft Red Wheat Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of McCormick Distilling to offer #8759 Holladay Soft Red Wheat Bourbon 750mL/6pk for Test Market Listing as recommended.
- l) RNDC New Hampshire – Jack and Ginger Ale
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to offer #8740 Jack and Ginger Ale 355mL/4/6pk for Test Market Listing as recommended.
- m) RNDC New Hampshire – Simply Chocolate Liqueur
Approved the recommended request from RNDC New Hampshire on behalf of Putney Mountain Winery to offer #4170 Simply Chocolate Liqueur 750mL/12pk for Test Market Listing as recommended.
- n) RNDC New Hampshire – Simply Vermont Cassis
Approved the recommended request from RNDC New Hampshire on behalf of Putney Mountain Winery to offer #5528 Simply Vermont Cassis 750mL/12pk for Test Market Listing as recommended.
- o) RNDC New Hampshire – Sugarland Products – Mark & Digger’s Hazelnut Rum, Mark & Digger’s Rye Apple Moonshine, and Sugarlands Mountain Legacy Corn Whiskey
Approved the recommended request from RNDC New Hampshire on behalf of Sugarlands Distilling to offer #6470 Mark & Digger’s Hazelnut Rum 750mL/6pk, #8768 Mark & Digger’s Rye Apple Moonshine 750mL/6pk, and #8769 Sugarlands Mountain Legacy Corn Whiskey 750mL/6pk for Test Market Listing as recommended.
- p) RNDC New Hampshire – Yellowstone Special Finishes Collection
Approved the recommended request from RNDC New Hampshire on behalf of Luxco to offer #8766 Yellowstone Special Finishes Collection 750mL/6pk for Test Market Listing as recommended.
- q) RNDC New Hampshire – Zarza Silver Tequila
Approved the recommended request from RNDC New Hampshire on behalf of Royal Wine Corp. to offer #8762 Zarza Silver Tequila 750mL/6pk for Test Market Listing as recommended.
- r) Ruby Wines New Hampshire – Chicken Cock Small Batch
Approved the recommended request from Ruby Wines New Hampshire on behalf of Park Street Imports to offer #8748 Chicken Cock Small Batch 750mL/6pk for Test Market Listing as recommended.
- s) Southern Glazer’s Wine and Spirits – Bulleit Rye 12 Year
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to offer #8751 Bulleit Rye 12 Year 750mL/12pk for Test Market Listing as recommended.
- t) Southern Glazer’s Wine and Spirits – Fabrizia Limoncello Spritz
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Fabrizia Spirits to offer #8773 Fabrizia Limoncello Spritz 750mL/6pk for Test Market Listing as recommended.
- u) Southern Glazer’s Wine and Spirits – Kikori Single Malt
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to offer #8750 Kikori Single Malt 750mL/6pk for Test Market Listing as recommended.

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- v) Stone Fence Beverage – Curamia Tequila Blanco
Approved the recommended request from Stone Fence Beverage on behalf of Curamia Tequila to offer #8756 Curamia Tequila Blanco 750mL/6pk for Test Market Listing as recommended.
- w) Stone Fence Beverage – Lone Pine American Craft Vodka
Approved the recommended request from Stone Fence Beverage on behalf of Lone Pine Spirits to offer #8764 Lone Pine American Craft Vodka 750mL/12pk for Test Market Listing as recommended.
- x) Stone Fence Beverage – Short Path Triple Sec
Approved the recommended request from Stone Fence Beverage on behalf of Short Path Distillery to offer #8758 Short Path Triple Sec 750mL/6pk for Test Market Listing as recommended.
- y) Stone Fence Beverage – Swear Jar Candied Green Apple
Approved the recommended request from Stone Fence Beverage on behalf of Blue Spike Beverage/Sober Carpenter to offer #8757 Swear Jar Candied Green Apple 750mL/12pk for Test Market Listing as recommended.
- z) MS Walker – Tooters On The Tea and Tooters Hard Sarsaparilla
Approved the recommended request from MS Walker on behalf of Mango Bottling to offer #8732 Tooters On The Tea 15pk/375mL/12pk and #8731 Tooters Hard Sarsaparilla 15pk/375mL/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.

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

At 10:51 a.m. the meeting was adjourned.

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