

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 14, 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; Mike Derderian, Spirits Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Ryan Wilson, DHL.

Excused: Gregory Featherston, DHL.

Attended for the presentation of Victoria Tanguay's retirement certificate: Victoria Tanguay, Michael Murphy, Mike Sullivan, Josh Moul, Pearl Littlejohn, Melanie Sherman, Holly Ross, Kathy Sweeney, Tara Camire, Cassandra Sweetser, Elizabeth Hallee, Patrick Narbonne, Director Mark Armaganian, Lindsey Hauser, Sergeant Glenn Bullock, and Deputy Chief Danielle Ellston.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD March 7, 2024.

Chairman Mollica accepted the minutes from the March 7, 2024 Commission Meeting.

Presentation of Retirement Certificate:

Director Roy acknowledged Victoria Tanguay for her upcoming retirement. Director Roy and Ms. Tanguay started at headquarters at about the same time. He stated that he could go to Ms. Tanguay for assistance, at any time, and it has been a pleasure working with her. Director Roy thanked Ms. Tanguay for everything she has done for us.

Deputy Commissioner Brassard Jordan read the certificate signed by her and Chairman Mollica. She acknowledged Ms. Tanguay's smile and her positivity through thick and thin. Deputy Commissioner Brassard Jordan thanked Ms. Tanguay for all she has done.

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 85,476 inbound cases and 81,999 outbound cases. Inventory reached 925,426 cases. All KPIs were met. Everything is going smoothly.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, presented the item below. There were no Administrative Notices this week.

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A) Director Mark Roy

1. March 2024 Quarterly Price Changes

Approved the recommended March 2024 Quarterly 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.

2) Store Operations Update

James Richards, Store Operations Administrator, reported on the successful grand opening of our newest outlet in Nashua on March 12. He complimented merchandising and outlet personnel for having the outlet looking top notch. Everyone seemed impressed with the outlet, and we've received positive customer feedback. We continue to move forward with the new Keene/Swanzey outlet.

3) Merchandising Report

A) Wine

1. July, August, and September Rejected Quarterly Price Changes: Milton's Distributing
Approved the July, August, and September Rejected Quarterly Price Changes: Milton's Distributing 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 Misc Brokers as recommended.

3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 03/14/2024.
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 03/14/2024 as recommended.

4. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status – Misc Brokers as recommended.

5. REVISED Special Allowance Offers – April 2024 – Wine:
Approved the following REVISED Special Allowance Offers – April 2024 – Wine.

- a) Pine State Beverage – as recommended.
- b) RNDC New Hampshire – as recommended.
- c) Southern Glazer's Wine and Spirits – as recommended.

6. Additional Special Allowance Offers – April 2024 – Wine – MS Walker
Approved the recommended Additional Special Allowance Offers – April 2024 – Wine from MS Walker as recommended.

7. REVISED Special Allowance Offers – May 2024 – Wine:
Approved the following REVISED Special Allowance Offers – May 2024 – Wine.

- a) Pine State Beverage – as recommended.
- b) RNDC New Hampshire – as recommended.

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

- a) Martignetti Companies of NNE – as recommended.
- b) Southern Glazer's Wine and Spirits - as recommended.
- c) MS Walker - as recommended.

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9. Additional Special Allowance Offers – June 2024 – Wine – RNDC New Hampshire
Approved the recommended Additional Special Allowance Offers – June 2024 – Wine from RNDC New Hampshire as recommended.
10. Special Allowance Offers – June 2024 – Wine – Ruby Wines New Hampshire
Approved the recommended Special Allowance Offers – June 2024 – Wine from Ruby Wines New Hampshire as recommended.
11. Vendor Request Closeout Pricing with Additional Purchase – Pine State Beverage
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase – Pine State Beverage as recommended.
12. NH Off-Premise Special Discount – Price Busters May & June 2024
Approved the recommended NH Off-Premise Special Discount – Price Busters May & June 2024 as recommended.
13. Off-Premise Special Discount – Exclusive Grocery Price Busters May 2024
Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters May 2024 as recommended.
14. Off-Premise Special Discount - Exclusive Grocery Price Busters June 2024
Approved the recommended Off-Premise Special Discount - Exclusive Grocery Price Busters June 2024 as recommended.
15. On-Premise Special Discount – April 2024
Approved the recommended On-Premise Special Discount – April 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 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 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 as recommended.
3. Additional May 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended Additional May 2024 NH Liquor & Wine Outlet In-Store Events as recommended.
4. Bring Back Jack Event 2024
Approved the recommended Bring Back Jack Event 2024 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. March 2024 Spirit Warehouse Only List
Approved the recommended March 2024 Spirit Warehouse Only List as recommended.

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2. REVISED Special Allowance Offers – April 2024 – Spirits – Southern Glazer’s Wine and Spirits
Approved the recommended REVISED Special Allowance Offers – April 2024 – Spirits from Southern Glazer’s Wine and Spirits as recommended.
3. REVISED Special Allowance Offers – May 2024 – Spirits - Southern Glazer’s Wine and Spirits
Approved the recommended REVISED Special Allowance Offers – May 2024 – Spirits from Southern Glazer’s Wine and Spirits as recommended.
4. Spirits Test Market Results for Week Ending 03/10/2024
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.
Grant Specialty Distribution:
#2849 Cayeya Blanco Tequila 750ml - \$49.99 (Ruby Wines New Hampshire)
Delist:
#8771 Pumori Small Batch Gin 750ml – \$52.99 (Pine State Beverage)
5. REVISED February 2024 Test Market Request for Sugarland’s Products – Sugarland’s Distilling Co. – RNDC New Hampshire
Approved the recommended REVISED February 2024 Test Market Request for Sugarland’s Products – Sugarland’s Distilling Co. – RNDC New Hampshire with a code correction to #6470 Mark & Digger’s Hazelnut Rum as recommended.
6. Test Market Requests – February & March 2024:
 - a) Martignetti Companies of NNE – Alc A Chino Bourbon Vanilla Latte
Approved the recommended request from Martignetti Companies of NNE to offer #8667 Alc A Chino Bourbon Vanilla Latte 355mL/4pk for Test Market Listing as recommended.
 - b) Southern Glazer’s Wine and Spirits – Corvus Grilled Pineapple Vodka
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #1586 Corvus Grilled Pineapple Vodka 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.

Deputy Commission Brassard Jordan acknowledged her appreciation for the work the Marketing team and our Brokers have done to get offers into the system prior to the launch of the new system.

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

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At 10:46 a.m. the meeting was adjourned.

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