

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 21, 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: 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 March 14, 2024.

Chairman Mollica made a motion to accept the minutes from the March 14, 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 105,226 inbound cases, up almost 20,000 cases from last week. There were 86,132 outbound cases, and inventory reached 942,698 cases. All KPIs were met and everything is going well at the warehouse.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, thanked DHL for their participation in the broker meeting held this week at RNDC. DHL provided information about their upgrade to the new system and indicated they would be available for future discussions.

Director Roy also 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 all outlets will be closed Easter Sunday, March 31st, per NH state law. The outlets will be open Friday and Saturday, before Easter, as well as on

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Monday. Mr. Richards reported that construction at the new Keene/Swanzey outlet is ahead of schedule. Mr. Richards also shared that sales at the new Nashua 32 outlet have been up each week since the outlet opened, and customer feedback has been overwhelmingly positive.

3) Merchandising Report

A) Wine

1. One Time Buy Requests:

a) Martignetti Companies of NNE – Cline Cashmere

Approved the not recommended request from Martignetti Companies of NNE to purchase #12465 Cline Cashmere 750mL/12pk as a One Time Buy as recommended.

b) MS Walker – Gerard Bertrand Trouble Blanc, Gerard Bertrand Trouble Rosé, and Gerard Bertrand Trouble Rouge

Approved the not recommended request from MS Walker to purchase #TBD Gerard Bertrand Trouble Blanc 750mL/12pk, #TBD Gerard Bertrand Trouble Rosé 750mL/12pk, and #TBD Gerard Bertrand Trouble Rouge 750mL/12pk as a One Time Buy as recommended.

c) MS Walker – Maison Chantal Sancerre, 2022

Approved the not recommended request from MS Walker to purchase #TBD Maison Chantal Sancerre, 2022 750mL/12pk as a One Time Buy as recommended.

d) MS Walker – Pierre Alexandre Sancerre, 2022

Approved the not recommended request from MS Walker to purchase #TBD Pierre Alexandre Sancerre, 2022 750mL/12pk as a One Time Buy as recommended.

2. 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.

3. 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.

4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 03/21/2024

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

5. Request for Wine Specialty Status – Misc. Brokers

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

6. REVISED Special Allowance Offers – April 2024 - Wine – Pine State Beverage

Approved the recommended REVISED Special Allowance Offers – Wine for April 2024 from Pine State Beverage as recommended.

7. Special Allowance Offers – July 2024 – Wine:

Approved the recommended Special Allowance Offers – Wine for July 2024 as follows:

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) Ruby Wines New Hampshire – as recommended.

f) Southern Glazer's Wine and Spirits – as recommended.

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- g) Stone Fence Beverage – as recommended.
- h) MS Walker – as recommended.
- 8. Roll Out Requests – Multiple Brokers – June 2024
Approved the recommended and not recommended Roll Out Requests for June 2024 from miscellaneous brokers as recommended.
- 9. Special Purchase Request Riunite Lambrusco – RNDC New Hampshire
Approved the not recommended request from RNDC New Hampshire to purchase #7375 Riunite Lambrusco 750mL/12pk as a Special Purchase as recommended.
- 10. Test Market Requests – Multiple Brokers – June 2024
Approved the recommended and not recommended Test Market Requests for June 2024 from miscellaneous brokers as recommended.
- 11. Text-To-Win a Trip Sweepstakes April - May 2024 – MS Walker
Approved the recommended request from MS Walker to conduct a Text-To-Win a Trip Sweepstakes featuring Kendall Jackson Kentucky Derby Chardonnay and Kendall Jackson Kentucky Derby Cabernet Sauvignon for the promotional months of 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 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 from Mount Washington Distillers 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. Limited Time Offer Request – UPDATED MEMO – January 2024 – Drumshanbo and Waterford Irish Whiskeys – Martignetti Companies of NNE
Approved the size correction to #8577 for the previously approved recommended request from Martignetti Companies of NNE to purchase 120 cases of #8577 Drumshanbo Galanta Single Malt Irish Whiskey 700mL/6pk and 120 cases of #8574 Waterford Cuvee Koffi Single Malt Irish Whiskey 750mL/6pk as a Limited Time Offer as recommended.
- 2. Limited Time Offer Requests – March 2024:
 - a) RNDC New Hampshire – Woodford Reserve Double Oaked PS Batch 2, Woodford Reserve Double Oaked PS Batch 3, and Woodford Reserve PS Batch B

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Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 40 cases of #9568 Woodford Reserve Double Oaked PS Batch 2 750mL/6pk, 40 cases of #9570 Woodford Reserve Double Oaked PS Batch 3 750mL/6pk, and 30 cases of #9569 Woodford Reserve PS Batch B 1L/6pk as a Limited Time Offer as recommended.

- b) Southern Glazer's Wine and Spirits – Rabbit Hole Founders Collection
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard to purchase 3 cases of #TBD Rabbit Hole Founders Collection 750mL/1pk as a Limited Time Offer as requested.
3. One Time Buy Requests – March 2024:
 - a) Southern Glazer's Wine and Spirits – 400 Conejos Reposado Mezcal
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to purchase #TBD 400 Conejos Reposado Mezcal 750mL/6pk as a One Time Buy as recommended.
 - b) Southern Glazer's Wine and Spirits – Fireball Dragon Reserve
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to purchase 50 cases of #TBD Fireball Dragon Reserve 750mL/12pk as a One Time Buy as recommended.
 - c) Southern Glazer's Wine and Spirits – Jose Cuervo Authentics Variety Pack
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to purchase 180 cases of #TBD Jose Cuervo Authentics Variety Pack 200mL/4/6pk as a One Time Buy as recommended.
 - d) Southern Glazer's Wine and Spirits – Papa's Pilar Oloroso Cask Finish #50
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Shaw Ross Imports to purchase approximately 45-51 cases of #TBD Papa's Pilar Oloroso Cask Finish #50 750mL/6pk as a One Time Buy as recommended.
 - e) Southern Glazer's Wine and Spirits – WhistlePig CampStock Wheat Whiskey, WhistlePig 21 Single Malt Whiskey, and WhistlePig 25 Single Malt Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to purchase 88 cases of #TBD WhistlePig CampStock Wheat Whiskey 750mL/6pk, 50 cases of #TBD WhistlePig 21 Single Malt Whiskey 750mL/1pk, and 10 cases of #TBD WhistlePig 25 Single Malt Whiskey 750mL/1pk as a One Time Buy as recommended.
4. Additional Special Allowance Offers – June 2024 – Spirits – Southern Glazer's Wine and Spirits
Approved the recommended Additional Special Allowance Offers – Spirits for June 2024 from Southern Glazer's Wine and Spirits as recommended.
5. Special Allowance Offers – July 2024 – Spirits:
Approved the recommended Special Allowance Offers – Spirits for July 2024 as follows:
 - a) Martignetti Companies of NNE – as recommended.
 - b) Pine State Beverage – as recommended.
 - c) RNDC 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.

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6. Spirits Test Market Results for Week Ending 03/17/2024

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:

#8542 Traveller Whiskey Blend 40 750mL - \$39.99 (Southern Glazers Wine and Spirits)

Specialty:

#2849 Cayeya Blanco Tequila 750mL - \$49.99 (Ruby Wines New Hampshire)

#3777 Tomintoul 10 Year Scotch 750mL - \$64.99 (RNDC New Hampshire)

#8177 Oak & Eden Bourbon & Spire 750mL - \$52.99 (Pine State Beverage)

#8209 Luxardo Espresso Liqueur 750mL - \$24.99 (Southern Glazers Wine and Spirits)

Limited:

None at this time.

Delist:

#8771 Pumori Small Batch Gin 750ml – \$37.99 (Pine State Beverage)

#2174 Dough Ball Cookie Dough Whiskey 1L - \$24.99 (Martignetti Companies of NNE)

#8181 Oak & Eden Rye & Spire 750mL - \$37.99 (Pine State Beverage)

#8183 Oak & Eden Wheat & Spire 750mL - \$37.99 (Pine State Beverage)

#8196 Cazadores Café 750mL - \$21.49 (Southern Glazers Wine and Spirits)

#7288 Luxardo Aperitivo Spritz RTD 250mL/4 - \$15.99 (Southern Glazers Wine and Spirits)

7. Sweepstakes:

a) Southern Glazer's Wine and Spirits – Online Absolut Summer Party

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard to conduct an Online Absolut Summer Party sweepstakes featuring Absolut Vodka for the promotional months of July and August 2024 as recommended.

b) Southern Glazer's Wine and Spirits – Online Malibu Rum Slice of Summer

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard to conduct an Online Malibu Rum Slice of Summer Sweepstakes featuring Malibu Rum for the promotional months of July and August 2024 as recommended.

c) Southern Glazer's Wine and Spirits – Text to Win Cabo Wabo & Grand Marnier NASCAR Experience

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Campari to conduct a Text to Win Cabo Wabo & Grand Marnier NASCAR Experience featuring Cabo Wabo Tequila and Grand Marnier for the promotional months of May and June 2024 as recommended.

8. Test Market Request for Cape Horn Tequila Blanco – Ruby Wines New Hampshire – March 2024

Approved the recommended request from Ruby Wines New Hampshire to offer #TBD Cape Horn Tequila Blanco 700mL/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.

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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 10:48 a.m. the meeting was adjourned.

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