

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 28, 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 21, 2024.

Chairman Mollica made a motion to accept the minutes from the March 21, 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 94,801 inbound cases and 96,251 outbound cases. On hand inventory reached 940,791 cases. All KPIs were met, and the site continues to operate efficiently. Product is currently on pause as NHLC transitions to the new system.

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

A) Store Operations Administrator James Richards

1. Recommended Outlet Hours Summer 2024

Approved the recommended Outlet Hours for Summer 2024 as recommended.

After review of the item listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendation as presented by Store Operations Administrator Richards. Chairman Mollica

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seconded the motion. The motion was unanimously adopted.

James Richards, Store Operations Administrator, reported that we have concluded our operations at the old Nashua outlet 32 location; it is being turned back over to our landlord. Construction at the new Keene/Swanzey location is progressing ahead of schedule. Our outlets are closed Easter Sunday, per statute.

3) Merchandising Report

A) Wine

1. NH Winery One Time Buy – Appolo Vineyards

Approved the recommended request from Appolo Vineyards to purchase 45 cases of #21651 Appolo Vineyards “M” Sparkling Rosé 750mL/12pk as a One Time Buy as recommended.

2. One Time Buy Requests:

a) Bay State Wine & Spirits – Blue Lobster Blueberry Wine

Approved the not recommended request from Bay State Wine & Spirits to purchase #TBD Blue Lobster Blueberry Wine 355mL/24pk as a One Time Buy as recommended.

b) Bay State Wine & Spirits – Pasubio Vino Amaro

Approved the not recommended request from Bay State Wine & Spirits to purchase #TBD Pasubio Vino Amaro 750mL/12pk as a One Time Buy as recommended.

3. One Time Purchase for our Power Buy Program – Misc. Brokers

TABLED the One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended. The Commission is waiting on information on the on-hand inventory and sell-through rate for our Power Buy program.

4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 03/28/2024

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. Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire

Approved the recommended Vendor Request Closeout Pricing with Additional Purchase from RNDC New Hampshire as recommended.

7. Vendor Request Closeout Pricing with Additional Purchase – Southern Glazer’s Wine and Spirits

Approved the recommended Vendor Request Closeout Pricing with Additional Purchase from Southern Glazer’s Wine and Spirits 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 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.

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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 and not recommended Additional June 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
4. In-Store Tasting – RNDC New Hampshire with BenRiach and GlenDronach Scotch
Approved the recommended request from RNDC New Hampshire to conduct an in-store tasting and discussion featuring BenRiach and GlenDronach Scotch for April 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 Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. Limited Time Offer Requests – March 2024:
 - a) Southern Glazer’s Wine and Spirits – Baileys S’mores
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 550 cases of #7614 Baileys S’mores 750mL/12pk as a Limited Time Offer as recommended.
 - b) Southern Glazer’s Wine and Spirits – Bulleit Bourbon Barrel Strength
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 80 cases of #2516 Bulleit Bourbon Barrel Strength 750mL/6pk as a Limited Time Offer as recommended.
2. One Time Buy Requests – March 2024:
 - a) Martignetti Companies of NNE – Buddy’s American Vodka
Approved the not recommended request from Martignetti Companies of NNE to purchase #7342 Buddy’s American Vodka 1.75L/6pk as a One Time Buy as recommended.
 - b) Martignetti Companies of NNE – Michter’s Barrel Strength Rye
Approved the recommended request from Martignetti Companies of NNE to purchase 55 cases of #4548 Michter’s Barrel Strength Rye 750mL/3pk as a One Time Buy as recommended.
 - c) Southern Glazer’s Wine and Spirits – Belfour Single Barrel Jimmy’s Jazz Club
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Belfour Spirits to purchase 34 cases of #1196 Belfour Single Barrel Jimmy’s Jazz Club 750mL/6pk as a One Time Buy as recommended.
 - d) Southern Glazer’s Wine and Spirits - Knob Creek 10 Year Rye
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Beam Suntory to purchase 38 cases of #TBD Knob Creek 10 Year Rye 750mL/6pk as a One Time Buy as recommended.
 - e) Southern Glazer’s Wine and Spirits – On the Rocks Blue Hawaiian
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Beam Suntory to purchase 150 cases of #TBD On the Rocks Blue Hawaiian 375mL/12pk as a One Time Buy as recommended. Director Roy acknowledged a correction to the size – 375mL not 750mL.
 - f) MS Walker – Foursquare ECS Mark XXIV Rum

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Approved the recommended request from MS Walker on behalf of Altamar Brands to purchase 10 cases of #TBD ECS Mark XXIV Rum 750mL/6pk as a One Time Buy as recommended.

- g) MS Walker – High N Wicked Foursquare No. 7

Approved the recommended request from MS Walker on behalf of Altamar Brands to purchase 20 cases of #TBD High N Wicked Foursquare No. 7 750mL/6pk as a One Time Buy as recommended.

3. Spirits Test Market Results for Week Ending 03/24/2024

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:

#2751 Johnnie Walker Black Label 12Yr Old 375mL - \$20.99 (Southern Glazers Wine and Spirits)

Specialty:

None at this time.

Limited:

None at this time.

Delist:

#8779 Crater Lake Rock and Rye 750mL - \$16.49 (Stone Fence Beverage)

4. Test Market Request – March 2024 – Mingle Mocktail Products – Infinium Spirits – RNDC New Hampshire

Approved the recommended request from RNDC New Hampshire on behalf of Mingle Mocktails to offer #TBD Mingle Mocktail Cranberry Cosmo 355mL/4/6pk and #TBD Mingle Mocktail Key Lime Margarita 355ml/4/6pk for Test Market Listing as recommended.

Approved the not recommended request from RNDC New Hampshire on behalf of Mingle Mocktails to offer #TBD Mingle Mocktail Blackberry Hibiscus 355mL/4/6pk, #TBD Mingle Mocktail Blood Orange Mimosa 355mL/4/6pk, and #TBD Mingle Mocktail Cucumber Melon Mojito 355mL/4/6pk 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 and Mr. Derderian. 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