

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of April 4, 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.

Excused: Director Mark Armaganian, Enforcement, and Gregory Featherston, DHL. Justin Gunter, Wine Marketing Specialist, and Mike Derderian, Spirits Marketing Specialist, were assigned to work in the NextGen Assistance Center (NAC).

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD March 28, 2024.

Chairman Mollica made a motion to accept the minutes from the March 28, 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 and it has been reviewed. Chairman Mollica read the report into the record. Mr. Wilson reported 48,038 inbound cases and 68,206 outbound cases. On hand inventory reached 916,184 cases. All KPIs were met and the site continues to operate efficiently. Chairman Mollica thanked DHL for working diligently today to get product out, given the storm challenges.

### IV) MARKETING AND SALES REPORT

#### 1) Mark Roy, Director of Marketing

No Administrative Notices were issued due to the system conversion this week.

#### 2) Store Operations Update

James Richards, Store Operations Administrator, reported that outlets are open today, with the exception of a few outlets reporting power outages, due to the storm. Construction at the new Keene/Swanzey outlet is proceeding ahead of schedule.

#### 3) Merchandising Report

##### A) Wine

##### 1. TABLED – One Time Purchase for our Power Buy Program – Misc Brokers

The One Time Purchase for our Power Buy Program – Misc Brokers remained TABLED.

##### 2. Additional Size Request – MS Walker

Approved the recommended Additional Size Request for #26671 F Coppola Claret 375mL/12pk from MS Walker as recommended.

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3. Roll Out Results for January 2024 – February 2024 – EXPAND DISTRIBUTION  
Approved the recommended Roll Out Results – EXPAND DISTRIBUTION for January through February 2024 as recommended.
4. Sweepstakes:
  - a) RNDC New Hampshire – Enter-To-Win a Staycation  
Approved the recommended request from RNDC New Hampshire to conduct an Enter-To-Win a Staycation sweepstakes featuring Unshackled wines for the promotional months of April through July 2024 as recommended.
  - b) Pine State Beverage – Enter-To-Win a Virtual Gift Card  
Approved the recommended request from Pine State Beverage to conduct an Enter-To-Win a Virtual Gift Card sweepstakes featuring Barefoot wines for the promotional months of March through July 2024 as recommended.
5. Wine Outlet Price Busters – June and July 2024  
Approved the recommended and not recommended Outlet Price Busters – Wine for June and July 2024 as recommended.

*For Information Only:*

6. Status of 2024 Roll Out Items
7. Status of 2024 Test Items

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 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. 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.
5. July 2024 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended NH Liquor & Wine Outlet In-Store Events for July 2024 as recommended.
6. In-Store Bottle Signing and Tasting with RNDC New Hampshire and Mark Ramsy & Digger Manes of Sugarlands - June 2024  
Approved the recommended In-Store Bottle Signing and Tasting with RNDC New Hampshire and Mark Ramsy & Digger Manes of Sugarlands for June 2024 as recommended.

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7. In-Store Tasting – RNDC New Hampshire with Sugarland’s Mark & Digger - June 2024  
Approved the recommended In-Store Tasting and discussion with RNDC New Hampshire with Sugarland’s Mark & Digger for June 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. Limited Time Offer Request for Woodford Reserve Baccarat Edition Bourbon – Brown-Forman – RNDC New Hampshire – March 2024  
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 4 cases of #TBD Woodford Reserve Baccarat Edition Bourbon 700mL/3pk as a Limited Time Offering as recommended.
2. One Time Buy Requests – March 2024:
  - a) Southern Glazer’s Wine and Spirits – Basil Hayden’s Subtle Smoke  
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Beam Suntory to purchase 200 cases of #7289 Basil Hayden’s Subtle Smoke 750mL/6pk as a One Time Buy as recommended.
  - b) Southern Glazer’s Wine and Spirits – Elijah Craig PGA Championship Edition  
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to purchase 28 cases of TBD Elijah Craig PGA Championship Edition 750mL/6pk as a One Time Buy as recommended.
  - c) Southern Glazer’s Wine and Spirits – Maker’s Mark 101  
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Beam Suntory to purchase 121 cases of #5880 Maker’s Mark 101 750mL/6pk as a One Time Buy as recommended.
3. Promotional Sale – June 2024 – Spirits  
Approved the recommended Promotional Sale – Spirits for June 2024 as recommended.
4. QR Jack Daniels Montreal F1 Grand Prix Sweepstakes – RNDC New Hampshire  
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to conduct a QR Jack Daniels Montreal F1 Grand Prix Sweepstakes for the promotional period of April and May 2024 as recommended.
5. Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Misc Spirits Items – Uncorked LLC  
Approved the Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Miscellaneous Spirits Items from Uncorked LLC as recommended.
6. Spirits Test Market Results for Week Ending 03/31/2024  
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:**  
#1209 Moonshake Cookies & Cream 750mL - \$23.99 (RNDC New Hampshire)  
**Specialty:**  
#2404 Mr. Pickles Gin 750mL - \$34.99 (Southern Glazers Wine and Spirits)  
#8222 The Glengarry 12Yr Single Malt Scotch 750mL - \$54.99 (RNDC New Hampshire)  
#8227 Barmen 1873 Bourbon 750mL - \$39.99 (Pine State Beverage)

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#1330 Woodinville Straight Bourbon 750mL - \$39.99 (Southern Glazers Wine and Spirits)

**Limited:**

None at this time.

**Delist:**

#1677 PA Dutch Chocolate Cream 750mL - \$12.99 (RNDC New Hampshire)

#2450 Carolan's Peanut Butter 750mL – \$14.49 (Southern Glazers Wine and Spirits)

#2907 Maen Japanese Whisky Blend 700mL - \$44.99 (Southern Glazers Wine and Spirits)

#4017 The Glengarry Blended Scotch 750mL - \$12.59 (RNDC New Hampshire)

#4336 Parrot Bay 90P Coconut Rum 750mL - \$11.49 (Southern Glazers Wine and Spirits)

#8220 Bombay Sapphire Premier Cru 1L - \$30.99 (Southern Glazers Wine and Spirits)

7. Test Market Requests – March 2024:

a) Martignetti Companies of NNE – Atomic Black Espresso Liqueur

Approved the recommended request from Martignetti Companies of NNE to offer #TBD Atomic Black Espresso Liqueur 750mL/6pk for Test Market Listing as recommended.

b) Martignetti Companies of NNE – Bib & Tucker Double Char Bourbon

Approved the recommended request from Martignetti Companies of NNE to offer #7669 Bib & Tucker Double Char Bourbon 750mL/6pk for Test Market Listing as recommended.

c) RNDC New Hampshire – Templeton Midnight Rye Whiskey and Templeton Straight Bourbon

Approved the recommended request from RNDC New Hampshire on behalf of Infinium Spirits to offer #TBD Templeton Midnight Rye Whiskey 750mL/6pk and #TBD Templeton Straight Bourbon 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 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 10:44 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners