

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 11, 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; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL; Ryan Wilson, DHL.

Excused: 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 April 4, 2024.

Chairman Mollica made a motion to accept the minutes from the April 4, 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

Gregory Featherston forwarded the KPI Report to the Commission and it has been reviewed. Mr. Featherston reported a strong inbound week with 100,842 cases. There were 67,910 outbound cases, and inventory reached 949,071 cases. All KPIs were met. Chairman Mollica acknowledged that it was great having Mr. Featherston back.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing

No Administrative Notices were issued due to the system conversion. The Marketing Department is working on a new report and hopes to have updated notices next week.

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 our outlets up north were happy to provide parking for the eclipse viewers. Construction at the new Keene/Swanzey outlet 15 continues to progress ahead of schedule.

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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. One Time Buy Request Real Sangria Peach – Southern Glazer’s Wine and Spirits
Approved the not recommended request from Southern Glazer’s Wine and Spirits to purchase #27500 Real Sangria Peach 750mL/12pk as a One Time Buy as recommended.
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 04/11/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores from miscellaneous brokers as recommended.
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE 04/11/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores from Martignetti Companies of NNE 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.

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 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.
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. Additional July 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended Additional July 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. December 2023 Bi-Annual Spirits Warning Item Review – April 2024
Approved the December 2023 Bi-Annual Spirits Warning Item Review for April 2024 as recommended.

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2. One Time Buy Request for Adictivo Tequila Sampler – Ruby Wines New Hampshire – January 2024
Approved the recommended request from Ruby Wines New Hampshire on behalf of Stoller Imports to purchase 135 cases of TBD Adictivo Tequila Sampler 50mL/4/12pk as a One Time Buy as recommended.
3. Test Market Request for Ghost Spicy Reposado Tequila – RNDC New Hampshire – March 2024
Approved the recommended request from RNDC New Hampshire on behalf of Ghost Tequila to offer TBD Ghost Spicy Reposado Tequila 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.

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 10:40 a.m. the meeting was adjourned.

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