

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 18, 2024 Meeting (note corrected date)

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Director Mark Armaganian, Enforcement; Pam Seeman and two Criminal Justice interns, Enforcement; Gregory Featherston, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing; Mike Derderian, Spirits Marketing Specialist (assigned to work in the NextGen Assistance Center).

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD April 11, 2024.

Chairman Mollica made a motion to accept the minutes from the April 11, 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 84,198 inbound cases and 74,867 outbound cases. Inventory reached 958,234 cases. Staffing is good and all KPIs were met.

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

1. Correction to Recommended Outlet Hours Summer 2024

Approved the Correction to Recommended Outlet Hours for Summer 2024 as recommended.

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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 seconded the motion. The motion was unanimously adopted.

James Richards, Store Operations Administrator, reported that construction at the Keene/Swanzey outlet 15 continues to progress ahead of schedule, and we are moving forward with the fit-up items, as well.

3) Merchandising Report

A) Wine

1. TABLED One Time Purchase for our Power Buy Program – Misc Brokers
Removed the One Time Purchase for our Power Buy Program – Misc Brokers from the TABLE. Approved the recommended and not recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
2. Request for Wine Specialty Status – Southern Glazer’s Wine and Spirits
Approved the recommended Request for Wine Specialty Status from Southern Glazer’s Wine and Spirits as recommended.
3. REVISED May 2024 Monthly Promotional Sale
Approved the recommended Revised May 2024 Monthly Promotional Sale as recommended.
4. Roll Out Requests – Multiple Brokers – July 2024
Approved the recommended Roll Out Requests for July 2024 from miscellaneous brokers as recommended.
5. Test Market Requests – Multiple Brokers – July 2024
Approved the recommended and not recommended Test Market Requests for July 2024 from miscellaneous brokers as recommended.
6. On-Premise Special Discount – April 2024 (correction-discount is for May 2024)
Approved the recommended On-Premise Special Discount from miscellaneous brokers for 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 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 Additional May 2024 NH Liquor & Wine Outlet In-Store Events 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

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Approved the recommended and not recommended Additional July 2024 NH Liquor & Wine Outlet In-Store Events as recommended.

5. In-Store Tasting – Southern Glazer’s Wine and Spirits with Old Elk Distillery – May 2024
Approved the recommended In-Store Tasting from Southern Glazer’s Wine and Spirits and Old Elk Distillery for May 2024

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. July 2024 Rescinded Price Change
Approved the July 2024 Rescinded Price Change from RNDC New Hampshire on behalf of Brown-Forman for #811 Jack Daniels 1L for the July quarterly price change.
2. Multi Bottle Purchase Program – June & July 2024 – Spirits
Approved the recommended Multi Bottle Purchase Program for June and July 2024 spirits as recommended.
3. Outlet Price Busters – June & July 2024 – Spirits
Approved the recommended and not recommended Outlet Price Busters for June and July 2024 spirits as recommended.
4. Spirits Test Market Results for Week Ending 04/07/2024
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:
#6780 Basil Hayden’s Toast Bourbon Whiskey 750mL - \$59.99 (Southern Glazer’s Wine and Spirits)
Specialty:
None at this time.
Limited:
None at this time.
Delist:
#2741 Morris Australian Single Malt Whisky 700mL - \$49.99 (Southern Glazer’s Wine and Spirits)
#6994 Allen’s Melon Liqueur 1L - \$5.99 (MS Walker)
#8226 Five Trail Blended American Whiskey 750mL - \$59.99 (Pine State Beverage)
#2938 Soggy Dollar Platinum Rum 750mL - \$24.99 (RNDC New Hampshire)
#2929 Ropadope Cinnamon Whiskey 750mL - \$12.49 (RNDC New Hampshire)
#2934 Soggy Dollar Island Spiced 750mL - \$24.99 (RNDC New Hampshire)

After review of the Spirits 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.

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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 10:42 a.m. the meeting was adjourned.

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