

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 25, 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; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Excused: Justin Gunter, Wine Marketing Specialist

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD April 18, 2024.

Chairman Mollica made a motion to accept the minutes from the April 18, 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 72,778 inbound cases and 79,640 outbound cases. Inventory reached 951,225 cases 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 this resolved soon.

2) Store Operations Update

James Richards, Store Operations Administrator, reported that things are going well at our outlets. Construction at the new Keene/Swanzey outlet continues to progress well.

3) Merchandising Report

A) Wine

1. April 2024 Primary Source Recommendations

Approved the recommended April 2024 Primary Source Recommendations (34 Primary, 39 Imported, 7 Exclusive Agent, and 0 Dual Distribution) as recommended.

2. July 2024 Monthly Retail Promotion

Approved the recommended July 2024 Monthly Retail Promotion as recommended.

3. Not Recommended Allocation – Martignetti Companies of NNE

Approved the not recommended Allocation - Martignetti Companies of NNE as recommended.

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4. One-Time Buy Request for Alexander Valley Vineyards Rosé – Pine State Beverage
Approved the not recommended request from Pine State Beverage to purchase 47 cases of #23558 Alexander Valley Vineyards Rosé 750mL/12pk as a One Time Buy as recommended.
5. 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.
6. Off-Premise Special Discount – Exclusive Grocery Price Busters July 2024
Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters from miscellaneous brokers for July 2024 as recommended.
7. NH Off-Premise Special Discount – Price Busters July & August 2024
Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters from miscellaneous brokers for July & August 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 Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

B) Tasting Events

1. 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 as recommended.
2. 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.
3. 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 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. UPDATED - Multi Bottle Purchase Program – June & July 2024 – Spirits
Approved the recommended UPDATED - Multi Bottle Purchase Program for June and July 2024 spirits as recommended.
2. Spirits Test Market Results for Week Ending 04/21/2024
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:
None at this time.
Specialty:
#8439 Canerock Spiced Rum 700mL - \$29.99 (MS Walker)
Limited:
None at this time.

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Delist:

#1661 Galliano Espresso Liqueur 375mL - \$14.99 (Martignetti Companies of NNE)

#2786 Baco 12yr Gold Rum 750mL - \$36.99 (Pine State Beverage)

#2797 Baco 3yr White Rum 750mL - \$26.99 (Pine State Beverage)

#2919 Baluarte Blanco Tequila 750mL - \$42.99 (RNDC New Hampshire)

#1660 Cockspur Rum Punch RTD 750mL - \$10.99 (RNDC New Hampshire)

#2684 Gin Lane 1751 Cucumber Watermelon Mint Gin 750mL - \$29.99 (MS Walker)

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by 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 10:41 a.m. the meeting was adjourned.

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