

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 2, 2024 Meeting

Meeting commenced at 10:33 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL; Audrey Enderson, Marketing Administrative Assistant.

Excused: James Richards, Store Operations Administrator; Mike Derderian, Spirits Marketing Specialist; and Gregory Featherston, DHL.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD April 25, 2024.

Chairman Mollica made a motion to accept the minutes from the April 25, 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. Wilson read the DHL report into the record. Mr. Featherston reported 83,418 inbound cases and 81,251 outbound cases. Total inventory on hand was 953,151 cases. All KPIs were met and things are running smoothly.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported on the Administrative Notices. Updated information on previous week's Administrative Notices will be available beginning 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

In Mr. Richards' absence, Director Roy reported that construction at the new Keene/Swanzey location continues to progress ahead of schedule. We are excited to get that location opened for our customers.

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3) Merchandising Report

A) Wine

1. REVISED Roll Out Requests – Multiple Brokers – July 2024
Approved the recommended REVISED Roll Out Requests – Multiple Brokers for July 2024 from Ruby Wines NH as recommended.
2. UPDATED NH Off-Premise Special Discount – Price Busters May & June 2024
Approved the recommended UPDATED NH Off-Premise Special Discount – Price Busters from MS Walker for May & June 2024 as recommended.
3. UPDATED Off-Premise Special Discount – Exclusive Grocery Price Busters May 2024
Approved the recommended UPDATED Off-Premise Special Discount – Exclusive Grocery Price Busters 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 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.
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 from Stone Fence Beverage 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 Request for Bulleit 12yr Rye – Diageo – Southern Glazer’s Wine and Spirits – April 2024
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 99 cases of #8751 Bulleit 12yr Rye 750mL/12pk as a Limited Time Offer as recommended.
2. Spirits Test Market Results for Week Ending 04/28/2024
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 Distribution:
#002581 Wilderness Trail Bourbon 750mL - \$54.99 (Southern Glazer’s Wine and Spirits)
Limited Distribution:
None at this time.

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Delist:

#001988 (note code correction) Woodinville Port Finished Bourbon 750mL - \$40.99 (Southern Glazer's Wine and Spirits)

3. Sweepstakes Request – Fabrizia – June and July 2024 – Southern Glazer's Wine and Spirits
Approved the recommended sweepstakes request from Southern Glazer's Wine and Spirits on behalf of Fabrizia for the monthly promotional period of June & July 2024 (5/28/24 – 7/28/24) to win a trip for 2 to Italy and Canobie Lake 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 10:42 a.m. the meeting was adjourned.

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