

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of May 9, 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; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL; Roger Payne, DHL.

Excused: James Richards, Store Operations Administrator

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 2, 2024.

Chairman Mollica made a motion to accept the minutes from the May 2, 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 88,348 inbound cases and 84,038 outbound cases. Inventory reached 957,660 cases. All KPIs were met and they are in good shape from a staffing perspective.

### IV) MARKETING AND SALES REPORT

#### 1) Mark Roy, Director of Marketing, reported on the Administrative Notices.

*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

No Store Operations update this week as Mr. Richards has been excused from today's meeting.

#### 3) Merchandising Report

##### A) Wine

##### 1. REVISED July 2024 Monthly Retail Promotion

Approved the recommended REVISED July 2024 Monthly Retail Promotion as recommended.

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2. REVISED Wine Outlet Price Busters – June and July 2024  
Approved the recommended and not recommended REVISED Wine Outlet Price Busters for June and July 2024 as recommended.
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05-09-2024  
Approved Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05-09-2024 as recommended.
4. Recommended & Not Recommended Large Format Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE 05/09/2024.  
Approved the Recommended & Not Recommended Large Format Allocated Wines for Distribution to Selected Stores from Martignetti Companies of NNE 05/09/2024 as recommended.
5. Recommended Bordeaux Allocation – Ruby Wines New Hampshire.  
Approved the Recommended Bordeaux Allocation from Ruby Wines New Hampshire as recommended.
6. Request for Wine Specialty Status – Martignetti Companies of NNE.  
Approved the recommended Request for Wine Specialty Status – Martignetti Companies of NNE as recommended.
7. The Federalist Wine Donation Program – June – August 2024 – Southern Glazer’s Wine and Spirits.  
Approved the recommended Federalist Wine Donation Program for June – August 2024 from Southern Glazer’s Wine and Spirits as recommended.
8. REVISED NH Off-Premise Special Discount - Exclusive Grocery Price Busters –June 2024  
Approved the recommended REVISED NH Off-Premise Special Discount - Exclusive Grocery Price Busters from miscellaneous brokers for June 2024 as recommended.
9. REVISED Off-Premise Special Discount - Exclusive Grocery Price Busters – July 2024  
Approved the recommended REVISED NH Off-Premise Special Discount - Exclusive Grocery Price Busters from miscellaneous brokers for July 2024 as recommended.
10. REVISED NH Off-Premise Special Discount – Price Busters July & August 2024  
Approved the recommended and not recommended REVISED NH Off-Premise Special Discount – Price Busters from miscellaneous brokers for July and August 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.

### A) 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. August 2024 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended August 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

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4. In-Store Bottle Signing and Tasting with Southern Glazer's Wine and Spirits and Ty Law – May 2024

Approved the recommended In-Store Bottle Signing and Tasting with Southern Glazer's Wine and Spirits and Ty Law 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.

### B) Spirits

1. Recommendation for Spirits Yearly Gross Profit Guidelines 2024

Approved the Recommendation for Spirits Yearly Gross Profit Guidelines 2024 as recommended.

2. July 2024 Spirits Email Coupons

Approved the recommended July 2024 Spirits Email Coupons as recommended.

3. One Time Buy Requests – May 2024:

- a) Martignetti Companies of NNE – Bruichladdich 18yr Scotch

Approved the recommended request from Martignetti Companies of NNE on behalf of Remy Cointreau to purchase 20 cases of #060269 Bruichladdich 18yr Scotch 750mL/6pk as a One Time Buy as recommended.

- b) Martignetti Companies of NNE – Michter's Barrel Strength Rye and Michter's 10yr Bourbon

Approved the recommended request from Martignetti Companies of NNE to purchase 55 cases of #004548 Michter's Barrel Strength Rye 750mL/3pk and 25 cases of #002326 Michter's 10yr Bourbon 750mL/3pk as a One Time Buy as recommended.

- c) Southern Glazer's Wine and Spirits – Makers Mark Private Select Midnight Dream and Makers Mark Private Select Summer Harvest

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 42 cases of 060129 Makers Mark Private Select Midnight Dream 750mL/6pk and 42 cases of #060128 Makers Mark Private Select Summer Harvest 750mL/6pk as a One Time Buy as recommended.

4. Promotional Sale – May 2024 – Spirits

Approved the recommended Promotional Sale for May 2024 Spirits as recommended.

5. REVISED 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.

**Delist:**

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

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### 6. Spirits Test Market Results for Week Ending 05/05/2024

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:**

None at this time.

**Limited Distribution:**

#8775 Natterjack Cask Strength Irish Whisky 750mL - \$109.99 (Pine State Beverage)

**Delist:**

#1992 Woodinville Straight Rye Whiskey 750mL - \$41.99 (Southern Glazer's Wine and Spirits)

### 7. Test Market Requests – May 2024:

a) Martignetti Companies of NNE – Chinola Passion Fruit Liqueur

Approved the recommended request from Martignetti Companies of NNE to offer #060328 Chinola Passion Fruit Liqueur 750mL/6pk for Test Market Listing as recommended.

b) Martignetti Companies of NNE – Dough Ball Birthday Cake Whiskey

Approved the recommended request from Martignetti Companies of NNE to offer #060316 Dough Ball Birthday Cake Whiskey 750mL/6pk for Test Market Listing as recommended.

c) RNDC New Hampshire – Herradura Legend Tequila

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corporation to offer #8117 Herradura Legend Tequila 750mL/4pk (note correct pack size) for Test Market Listing as recommended.

d) Ruby Wines New Hampshire – Damso Soju Blueberry, Damso Soju Lychee, Damso Soju Original, and Damso Soju Watermelon

Approved the recommended request from Ruby Wines New Hampshire to offer #036832 Damso Soju Blueberry 375mL/20pk, #036833 Damso Soju Lychee 375mL/20pk, #036835 Damso Soju Original 375mL/20pk, and #036837 Damso Soju Watermelon 375mL/20pk for Test Market Listing as recommended.

e) Southern Glazer's Wine and Spirits – Casamigas Jalapeno Tequila

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #060343 Casamigas Jalapeno Tequila 750mL/6pk for Test Market Listing as recommended.

f) Stone Fence Beverage – Ice Pik Blood Orange Vodka

Approved the recommended request from Stone Fence Beverage to offer #060092 Ice Pik Blood Orange Vodka 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.

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II) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

III) LATE ITEMS

No Late Items

IV) 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