

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 16, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Ryan Wilson, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 9, 2024.

Chairman Mollica accepted the minutes from the May 9, 2024 Commission Meeting.

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. Ryan Wilson read the KPI Report into the record. Mr. Featherston reported 69,118 inbound cases, and 87,582 outbound cases. Outbound volumes have increased the last two weeks in a row. Inventory reach 939,099 cases. All KPIs were met.

Chairman Mollica acknowledged that the upcoming summer season is upon us. He stressed that our business partners should work with DHL to get product into the warehouse.

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

James Richards, Store Operations Administrator, reported that things are going well in our outlets. The outlets have instituted extended hours to meet customer needs, during the upcoming summer season.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 16, 2024 Meeting

They will be open regularly scheduled hours through Memorial Day weekend. Construction at the new Keene/Swanzey outlet continues to progress ahead of schedule.

3) Merchandising Report

A) Wine

1. On-Premise Special Discount – June 2024

Approved the recommended On-Premise Special Discount for June 2024 as recommended.

After review of the Wine item listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

1. Additional May 2024 NH Liquor & Wine Outlet In-Store Events

Approved the recommended Additional May 2024 NH Liquor & Wine Outlet In-Store Events from Stone Fence Beverage 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 miscellaneous brokers as recommended.

4. Additional August 2024 NH Liquor & Wine Outlet In-Store Events

Approved the recommended Additional August 2024 NH Liquor & Wine Outlet In-Store Events from MS Walker as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

C) Spirits

1. Line Extension Request for Skrewball Peanut Butter Whiskey – Pernod Ricard – Southern Glazer’s Wine and Spirits – May 2024

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Pernod Ricard to offer #060410 Skrewball Peanut Butter Whiskey 1.75L/6pk as a Line Extension as recommended.

2. Recommended Spirits Closeout of December 2023 Bi-Annual 3-Month Warning Review Items without Additional Purchase – Misc Brokers

Approved the Recommended Spirits Closeout of December 2023 Bi-Annual 3-Month Warning Review Items without Additional Purchase from miscellaneous brokers as recommended.

3. Spirits Test Market Results for Week Ending 05/12/2024

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:

#1990 Volando Blanco Tequila 750mL - \$59.99 (RNDC New Hampshire)

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 16, 2024 Meeting

Limited Distribution:

None at this time.

Delist:

#1662 Xuxu Strawberry Cream 700mL - \$15.99 (Southern Glazer's Wine and Spirits)

#1701 Barcelo Imperial Onyx 750mL - \$41.99 (Southern Glazer's Wine and Spirits)

4. UPDATED – Test Market Request for Bib & Tucker Double Char Bourbon – Martignetti Companies of NNE – April 2024

Approved the recommended UPDATED request from Martignetti Companies of NNE to offer #7669 Bib & Tucker Double Char Bourbon 750mL/6pk for Test Market Listing as recommended. This item was approved by the Commission during the 04/04/2024 Commission meeting with an incorrect price listed. It was resubmitted for approval with the updated price.

5. Test Market Requests – May 2024:

- a) Martignetti Companies of NNE – Dirty Monkey Banana Peanut Butter Whiskey
Approved the recommended request from Martignetti Companies of NNE on behalf of DV Spirits to offer #060308 Dirty Monkey Banana Peanut Butter Whiskey 750mL/12pk for Test Market Listing as recommended.
- b) Martignetti Companies of NNE – Dulce Vida Pineapple Jalapeno Tequila
Approved the recommended request from Martignetti Companies of NNE on behalf of Milestone Brands Company to offer #060309 Dulce Vida Pineapple Jalapeno Tequila 750mL/12pk for Test Market Listing as recommended.
- c) Martignetti Companies of NNE – Mount Rigi Alpine Liqueur
Approved the recommended request from Martignetti Companies of NNE to offer #060306 Mount Rigi Alpine Liqueur 750mL/6pk for Test Market Listing as recommended.
- d) Martignetti Companies of NNE – Tromba Blanco Tequila
Approved the recommended request from Martignetti Companies of NNE on behalf of Sazerac Companies to offer #7687 Tromba Blanco Tequila 750mL/6pk for Test Market Listing as recommended.
- e) Martignetti Companies of NNE – Warner's Rhubarb Gin
Approved the recommended request from Martignetti Companies of NNE on behalf of Sazerac Companies to offer #7685 Warner's Rhubarb Gin 750mL/6pk for Test Market Listing as recommended.
- f) Pine State Beverage – Beattie's Potato Vodka and Beattie's Strawberry Vodka
Approved the not recommended request from Pine State Beverage to purchase #TBD Beattie's Potato Vodka and #TBD Beattie's Strawberry Vodka 750mL/6pk as recommended.
- g) Pine State Beverage – Don Fulano Blanco, Don Fulano Reposado, and Don Fulano Anejo
Approved the recommended request from Pine State Beverage to offer #1087 Don Fulano Blanco Tequila 750mL/6pk and #1050 Don Fulano Reposado 750mL/6pk for Test Market Listing as recommended. Approved the not recommended request from Pine State Beverage to offer #1051 Don Fulano Anejo Tequila 750mL/6pk for Test Market Listing as recommended.
- h) Pine State Beverage – Soonhari Soju Strawberry, Soonhari Soju Peach, and Soonhari Soju Apple Mango
Approved the recommended request from Pine State Beverage to offer #8657 SoonHari Soju Strawberry 375mL/20pk and #8656 SoonHari Soju Peach 375mL/20pk for Test

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 16, 2024 Meeting

Market Listing as recommended. Approved the not recommended request from Pine State Beverage to offer #8651 SoonHari Soju Apple Mango 375mL/20pk for Test Market Listing as recommended.

- i) RNDC New Hampshire – Bombarda Drake Rum
Approved the recommended request from RNDC New Hampshire on behalf of Bombarda Rum USA to offer #060445 Bombarda Drake Rum 750mL/6pk for Test Market Listing as recommended.
- j) RNDC New Hampshire – Bully Boy Straight Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Bully Boy Distillers to offer #060443 Bully Boy Straight Bourbon 750mL/6pk for Test Market Listing as recommended.
- k) RNDC New Hampshire – Perc Coffee Liqueur
Approved the recommended request from RNDC New Hampshire on behalf of Saxtons River Distillery to offer #004583 Perc Coffee Liqueur 750mL/6pk for Test Market Listing as recommended.
- l) Southern Glazer’s Wine and Spirits – Ketel One Oranje Vodka
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to offer #3408 Ketel One Oranje Vodka 750mL/12pk for Test Market Listing as recommended.

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

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