

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 23, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Gregory Featherston, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 16, 2024.

Chairman Mollica accepted the minutes from the May 16, 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. Mr. Featherston reported 69,021 inbound cases and 88,240 outbound cases. Inventory reached 919,905 cases. Inbound and outbound volumes are up for this coming week. All KPIs were met, and the site is prepared for a busy holiday season.

IV) MARKETING AND SALES REPORT

1) Mike Derderian, Spirits Marketing Specialist, 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 outlets will be open regular hours for the upcoming holiday weekend.

3) Merchandising Report

A) Wine

1. One Time Purchase for our Power Buy Program – Misc Brokers

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Approved the recommended and not recommended One Time Purchase for our Power Buy Program – Misc Brokers as recommended.

2. Special Allowance Offers – June 2024 – Wine:

Approved the recommended June Special Allowance Offers – Wine as follows:

- a) Martignetti Companies of NNE – as recommended.
- b) Pine State Beverage – as recommended.
- c) RNDC New Hampshire – as recommended.
- d) Ruby Wines New Hampshire - as recommended.
- e) Southern Glazer’s Wine and Spirits as recommended.
- f) MS Walker – as recommended.

3. Special Allowance Offers – July 2024 – Wine:

Approved the recommended July Special Allowance Offers – Wine as follows:

- a) Martignetti Companies of NNE – as recommended.
- b) Pine State Beverage – as recommended.
- c) RNDC New Hampshire – as recommended.
- d) Ruby Wines New Hampshire - as recommended.
- e) Southern Glazer’s Wine and Spirits - as recommended.
- f) MS Walker - as recommended.

After review of the Wine items 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 PSP Wines of NH as recommended.

2. Additional June 2024 NH Liquor & Wine Outlet In-Store Events

Approved the recommended Additional June 2024 NH Liquor & Wine Outlet In-Store Events from Mt. Washington Distillers as recommended.

3. Additional July 2024 NH Liquor & Wine Outlet In-Store Events

Approved the 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 miscellaneous brokers as recommended.

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

C) Spirits

1. Limited Time Offer Requests – May 2024:

a) Southern Glazer’s Wine and Spirits – 21 Seeds Multi-Pack

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 150 cases of #060409 21 Seeds Multi-Pack 50mL/3/12pk as a Limited Time Offer as recommended.

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- b) Southern Glazer's Wine and Spirits – Crown Royal Blackberry
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 448 cases of #8607 Crown Royal Blackberry 750mL/12pk as a Limited Time Offer as recommended.
 - c) Southern Glazer's Wine and Spirits – Dewar's Double Double
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 4 cases of #TBD Dewar's Double Double 375mL/1pk as a Limited Time Offer as recommended.
 - d) Southern Glazer's Wine and Spirits – George Dickel Bottled in Bond 13 Year
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 49 cases of #7906 George Dickel Bottled in Bond 13 Year 750mL/12pk as a Limited Time Offer as recommended.
 - e) Southern Glazer's Wine and Spirits – Hennessy Master Blenders No. 5
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Moet Hennessy to purchase 48 cases of #060408 Hennessy Master Blenders No. 5 750mL/12pk as a Limited Time Offer as recommended.
2. Line Extension Requests – May 2024:
- a) Southern Glazer's Wine and Spirits – Buchanan's Deluxe Scotch 12 Year 375mL
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #1429 Buchanan's Deluxe Scotch 12 Year 375mL/24pk as a Line Extension as recommended.
 - b) Southern Glazer's Wine and Spirits – Don Julio 1942 375mL and Don Julio 1942 50mL
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #060411 Don Julio 1942 375mL/12pk and #060412 Don Julio 1942 50mL/60pk as a Line Extension as recommended.
3. One Time Buy Request for Fabrizia Lemonade Variety Pack - Southern Glazer's Wine and Spirits – May 2024
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Fabrizia to purchase #8164 Fabrizia Lemonade Variety Pack 355mL/8/3pk as a One Time Buy as recommended.
4. Spirits Test Market Results for Week Ending 05/19/2024
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:**
#3359 Sugarlands Eggo-Brunch in a Jar 750mL - \$24.99 (RNDC New Hampshire)
#8736 RumChata Pineapple 750mL \$24.99 (Pine State Beverage)
- Grant Specialty Distribution:**
None at this time.
- Grant Limited Distribution:**
None at this time.
- Delist:**
None at this time.
5. Test Market Requests – May 2024:
- a) Martignetti Companies of NNE – Doladira Aperitivo
Approved the recommended request from Martignetti Companies of NNE to offer #60344 Doladira Apertivo 750mL/6pk for Test Market Listing as recommended.

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- b) Martignetti Companies of NNE – Dry Line Lemonade
Approved the recommended request from Martignetti Companies of NNE on behalf of South Hollow Spirits – Cape Cod to offer #60315 Dry Line Lemonade 355mL/4/6pk for Test Market Listing as recommended.
- c) Martignetti Companies of NNE – Greenall’s London Dry Gin
Approved the recommended request from Martignetti Companies of NNE on behalf of QBNA to offer #60349 Greenall’s London Dry Gin 750mL/12pk for Test Market Listing as recommended.
- d) Martignetti Companies of NNE – XXI Martinis Espresso
Approved the recommended request from Martignetti Companies of NNE to offer #060307 XXI Martinis Espresso 750mL/6pk for Test Market Listing as recommended.
- e) Pine State Beverage – Finvara Irish Whiskey
Approved the not recommended request from Pine State Beverage for #TBD Finvara Irish Whiskey 750mL/6pk for Test Market Listing as recommended.
- f) RNDC New Hampshire – Whip Shots Vanilla and Whip Shots Mocha
Approved the recommended request from RNDC on behalf of Temperance Distilling Company to offer #1052 Whip Shots Vanilla 200mL/12pk and #1048 Whip Shots Mocha 200mL/12pk for Test Market Listing as recommended.
- g) Southern Glazer’s Wine and Spirits – Malibu Rum Pineapple Bay Breeze and Malibu Rum Strawberry Daiquiri
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Pernod Richard to offer #060413 Malibu Rum Pineapple Bay Breeze 1L/12pk and #060414 Malibu Rum Strawberry Daiquiri 1L/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 10:41 a.m. the meeting was adjourned.

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