

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 30, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Mike Derderian, Spirits Marketing Specialist; Sargeant Glen Bullock, Enforcement; Ryan Wilson, DHL.

Excused: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist; 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 23, 2024.

TABLED the minutes from the May 23, 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 95,507 inbound cases and 103,242 outbound cases. Total inventory reached 911,740 cases, and all KPIs were met. They had a strong holiday week and they're looking forward to more.

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 are setting up June promotional period displays. Construction at the new Keene/Swanzey outlet is going well, and we're looking at a late summer/early fall opening.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 30, 2024 Meeting

3) Merchandising Report

A) Wine

1. May 2024 Primary Source Recommendations

Approved the recommended May 2024 Primary Source Recommendations (31 Primary, 77 Imported, 9 Exclusive Agent, and 0 Dual Distribution) as recommended.

2. July, August, and September 2024 – NH Winery Display Rack Program

Approved the recommended July, August, and September 2024 – NH Winery Display Rack Program as recommended.

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Mr. Derderian.

B) Tasting Events

1. 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.

2. 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.

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

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

After review of the Tasting Events listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Mr. Derderian.

C) Spirits

1. One Time Buy Requests – May 2024:

a) Mount Washington Distillers – Huntington’s Distilled Gin

Approved the recommended request from David Wadsworth on behalf of Mount Washington Distillers LLC to purchase 64 cases of #060577 Huntington’s Distilled Gin 750mL/6pk as a One Time Buy as recommended.

b) Pine State Beverage – New Amsterdam Heat Check Vodka

Approved the recommended request from Pine State Beverage on behalf of Gallo to purchase 300 cases of #060423 New Amsterdam Heat Check Vodka 750mL/12pk as a One Time Buy as recommended.

c) Pine State Beverage – The Dalmore Luminary 2

Approved the recommended request from Pine State Beverage on behalf of Gallo to purchase 5 cases of #060422 The Dalmore Luminary 2 750mL/6pk as a One Time Buy as recommended.

d) Ruby Wines New Hampshire – Town Branch Bourbon Barrel #3952

Approved the recommended request from Ruby Wines New Hampshire to purchase 30 cases of #060337 Town Branch Bourbon Barrel #3952 750mL/6pk as a One Time Buy as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 30, 2024 Meeting

- e) Stone Fence Beverage – Found North Hell Diver
Approved the recommended request from Stone Fence Beverage on behalf of Found North to purchase 10 cases of #060278 Found North Hell Diver 750mL/6pk as a One Time Buy as recommended.
- 2. Special Allowance Offers – June 2024 – Spirits – Southern Glazer’s Wine and Spirits
Approved the recommended June 2024 Special Allowance Offers for Spirits from Southern Glazer’s Wine and Spirits as recommended.
- 3. Test Market Requests – March 2024:
 - a) Southern Glazer’s Wine and Spirits – 400 Conejos Reposado Mezcal
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Proximo Spirits to offer #060012 400 Conejos Reposado Mezcal 750mL/6pk for Test Market Listing as recommended.
 - b) Southern Glazer’s Wine and Spirits – Patron El Alto
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Bacardi USA to offer #060407 750mL/6pk for Test Market Listing as recommended.

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan 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 10:38 a.m. the meeting was adjourned.

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