

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 6, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Mike Derderian, Spirits Marketing Specialist; Sergeant Glen Bullock, Enforcement; Gregory Featherston, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 23, 2024 and May 30, 2024.

Chairman Mollica accepted the minutes from the May 23, 2024 Commission Meeting.

Deputy Commissioner Brassard Jordan accepted the minutes from the May 30, 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 74,426 inbound cases, which is down due to the Memorial Day holiday. There were 94,063 outbound cases, and inventory reached 891,949 cases. Total inventory is currently lower than usual at this point in the season. All KPIs were met, and it has been business as usual at DHL.

IV) MARKETING AND SALES REPORT

1) James Richards, Store Operations Administrator, 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, and construction is progressing at the new Keene/Swanzey outlet. We're anticipating an early fall opening at that outlet.

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3) Merchandising Report

A) Wine

1. June 2024 Cost Change Approval List
Approved the recommended June 2024 Cost Change Approval List as recommended.
2. June 2024 Primary Source Recommendations
Approved the recommended June 2024 Primary Source Recommendations (39 Primary, 108 Imported, 1 Exclusive Agent, and 0 Dual Distribution) as recommended.
3. June, July, and August 2024 – Serge Dore Selections Display Rack Program – Martignetti Companies of NNE
Approved the recommended June, July, and August 2024 – Serge Dore Selections Display Rack Program – Martignetti Companies of NNE as recommended.
4. UPDATED – July 2024 Monthly Retail Promotion
Approved the recommended UPDATED - July 2024 Monthly Retail Promotion as recommended.
5. August 2024 Monthly Retail Promotion
Approved the recommended August 2024 Monthly Retail Promotion as recommended.
6. One Time Purchase for our Power Buy Program – Misc Brokers
Approved the recommended One Time Purchase for our Power Buy Program from Miscellaneous Brokers as recommended.
7. Promotional Discount September 2024
Approved the recommended Promotional Discount September 2024 as recommended.
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/06/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/06/2024 as recommended.
9. Special Purchase Request – Hoopes Vineyard Rosé – RNDC New Hampshire
Approved the not recommended Special Purchase Request – Hoopes Vineyard Rosé, 2021 750mL/12pk from RNDC New Hampshire as recommended.

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Store Operations Administrator, James Richards. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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 Uncorked (note correct broker) as recommended.
2. 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 various brokers as recommended.

After review of the Tasting Events listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mike Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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C) Spirits

1. May 2024 Spirit Warehouse Only List

Approved the recommended May 2024 Spirit Warehouse Only List (10 Primary, 6 Imported, and 0 Exclusive Agent) as recommended.

2. Limited Time Offer Request for The Macallan 30-Year-Old – Edrington – RNDC New Hampshire – June 2024

Approved the recommended request from RNDC New Hampshire on behalf of Edrington to purchase 4 cases of #060510 The Macallan 30-Year-Old – 750mL/3pk as a Limited Time Offer as recommended.

3. One Time Buy Requests – May 2024:

- a) Ruby Wines New Hampshire – Willett Distillery Barrel #22344 7-Year-Old Rye, Barrel #22340 7-Year-Old Rye, Barrel #2144 11-Year-Old Bourbon, Barrel #2781 11-Year-Old Bourbon, and Barrel #2399 11-Year-Old Rye

Approved the recommended request from Ruby Wines New Hampshire on behalf of Willett Distillery to purchase approximately 45 cases of #060598 Willett Distillery Barrel #22344 7-Year-Old Rye 750mL/6pk, approximately 45 cases of #060599 Barrel #22340 7-Year-Old Rye 750mL/6pk, approximately 45 cases of #060600 Barrel #2144 11-Year-Old Bourbon 750mL/6pk, approximately 45 cases of #060601 Barrel #2781 11-Year-Old Bourbon 750mL/6pk, and approximately 45 cases of #060602 Barrel #2399 11-Year-Old Rye 750mL/6pk as a One Time Buy as recommended.

- b) Southern Glazer’s Wine and Spirits – Angels Envy Richter Collection and Angels Envy Shine On

Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Bacardi USA to purchase 46 cases of #060490 Angels Envy Richter Collection 750mL/6pk and 46 cases of #060489 Angels Envy Shine On 750mL/6pk as a One Time Buy Request as recommended.

- c) MS Walker – New Riff 6-Year-Old Malted Rye

Approved the recommended request from MS Walker on behalf of New Riff Distilling to purchase 10 cases of #060492 New Riff 6-Year-Old Malted Rye 750mL/6pk as a One Time Buy as recommended.

- d) MS Walker – New Riff 8-Year-Old Bourbon

Approved the recommended request from MS Walker on behalf of New Riff Distilling to purchase 10 cases of #060493 New Riff 8-Year-Old Bourbon 750mL/6pk as a One Time Buy as recommended.

4. Test Market Requests – May & June 2024:

- a) Martignetti Companies of NNE – Sobieski Vanilla and Sobieski Grapefruit

Approved the recommended request from Martignetti Companies of NNE on behalf of Sazerac Companies to offer #6436 Sobieski Vanilla 750mL/12pk and #060498 Sobieski Grapefruit 750mL/12pk for Test Market Listing as recommended.

- b) Pine State Beverage – Idoniko Tsipouro

Approved the recommended request from Pine State Beverage to offer #060609 Idoniko Tsipouro 750mL/6pk for Test Market Listing as recommended.

- c) RNDC New Hampshire – Buena Gave Margarita RTD

Approved the recommended request from RNDC New Hampshire on behalf of Buena Gave to offer #060473 Buena Gave Margarita RTD 355mL/4pk for Test Market Listing as recommended.

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- d) RNDC New Hampshire – Casa Noble Marques Anejo
Approved the recommended request from RNDC New Hampshire on behalf of Constellation Brands to offer #008125 Casa Noble Marques Anejo 750mL/3pk for Test Market Listing as recommended.
- e) RNDC New Hampshire – Ezra Brook 99 Port Cask Finish
Approved the recommended request from RNDC New Hampshire on behalf of Luxco to offer #060441 Ezra Brook 99 Port Cask Finish 750mL/6pk for Test Market Listing as recommended.
- f) RNDC New Hampshire – Hell House American Legend
Approved the recommended request from RNDC New Hampshire on behalf of Blue Ridge Spirits to offer #060439 Hell House American Legend 750mL/6pk for Test Market Listing as recommended.
- g) RNDC New Hampshire – Hooten Young 12 Year
Approved the recommended request from RNDC New Hampshire on behalf of Blue Ridge Spirits to offer #060438 Hooten Young 12 Year 750mL/6pk for Test Market Listing as recommended.
- h) RNDC New Hampshire – Penelope Rose Cask Finish
Approved the recommended request from RNDC New Hampshire on behalf of Luxco to offer #060442 Penelope Rose Cask Finish 750mL/6pk for Test Market Listing as recommended.
- i) RNDC New Hampshire – Rocavaka Vodka
Approved the recommended request from RNDC New Hampshire on behalf of Rocavaka, Inc. to offer #060499 Rocavaka Vodka 750mL/6pk for Test Market Listing as recommended.
- j) RNDC New Hampshire – Tequila Bribon Blanco
Approved the recommended request from RNDC New Hampshire on behalf of Palm Bay International to offer #060500 Tequila Bribon Blanco 750mL/6pk for Test Market Listing as recommended.
- k) Southern Glazer’s Wine and Spirits – Volcan Blanco Tequila
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy to offer #060106 Volcan Blanco Tequila 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 Mike Derderian. 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

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At 10:43 a.m. the meeting was adjourned.

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