

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 13, 2024 Meeting

Note: There will not be a Commission Meeting the week of July 4th

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; Lieutenant Matthew Culver, Enforcement.

Excused: 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 June 6, 2020.

Chairman Mollica made a motion to accept the minutes from the June 6, 2020 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. Chairman Mollica read the DHL report into the record. Mr. Featherston reported 97,717 inbound cases, which was a significant improvement, and 94,534 outbound cases. Total inventory reached 894,906 cases. All KPIs were met.

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 outlets will be conducting the annual physical inventory June 15 – June 19, 2024. Outlet hours will not be impacted by the inventory process. Construction continues at the new Keene/Swanzey outlet. We're making good progress on that sales

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floor; the epoxy looks fantastic. We recently learned that the paving project on I93 will not impact our outlets.

3) Merchandising Report

A) Wine

1. Additional Special Allowance Offers – July 2024 – Wine:

Approved the recommended Additional Special Allowance Offers – Wine - for July 2024:

- a) Martignetti Companies of NNE – as recommended.
- b) Southern Glazer’s Wine and Spirits – as recommended.

2. One Time Buy Requests:

a) Stone Fence Beverage – Nuku Sauvignon Blanc

Approved the not recommended One Time Buy Request from Stone Fence Beverage to purchase 450 cases of #TBD Nuku Sauvignon Blanc 750mL/12pk as a One Time Buy as recommended.

b) MS Walker – Gerard Bertrand Cotes du Roses Rose Art Edition

Approved the recommended One Time Buy Request from MS Walker to purchase 112 cases of #60393 750mL/12pk as a One Time Buy as recommended.

c) MS Walker – Zardetto Spritz

Approved the recommended One Time Buy Request from MS Walker to purchase 56 cases of #60649 Zardetto Spritz 200mL/3pk as a One Time Buy as recommended.

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

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

4. Recommended Allocated Wines for Distribution to Selected Stores 06/13/2024

Approved the Recommended Allocated Wines for Distribution to Selected Stores 06/13/2024 as recommended.

5. Request for Wine Specialty Status – Misc Brokers

Approved the recommended Request for Wine Specialty Status from Miscellaneous Brokers 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. Derderian. 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 various 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 various 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 various brokers as recommended.

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

C) Spirits

1. Additional Special Allowance Offers – July 2024 – Spirits – Southern Glazer’s Wine and Spirits
Approved the recommended Additional Special Allowance Offers – July 2024 – Spirits from Southern Glazer’s Wine and Spirits as recommended.
2. One Time Buy Requests – May & June 2024:
 - a) Martignetti Companies of NNE – Corazon Single Cask Reposado Buffalo Trace Finish, Corazon Single Cask Anejo Blanton Finish, Corazon Single Cask Reposado Eagle Rare Finish, and Corazon Single Cask Anejo Weller Finish
Approved the recommended request from Martignetti companies of NNE to purchase the following:
40 cases of #060522 Corazon Single Cask Reposado Buffalo Trace Finish 750mL/6pk,
40 cases of #060523 Corazon Single Cask Anejo Blanton Finish 750mL/6pk,
40 cases of #060721 Corazon Single Cask Reposado Eagle Rare Finish 750mL/6pk, and
40 cases of #060722 Corazon Single Cask Anejo Weller Finish 750mL/6pk as a One Time Buy as recommended.
 - b) RNDC New Hampshire – Blood Oath Pact 10
Approved the recommended request from RNDC New Hampshire on behalf of Luxco to purchase 188 cases of #060725 Blood Oath Pact 10 750mL/3pk as a One Time Buy as recommended.
 - c) Stone Fence Beverage – 1911 Orange Creamsicle Vodka
Approved the recommended request from Stone Fence to purchase 40 cases of #060718 1911 Orange Creamsicle Vodka 750mL/6pk as a One Time Buy as recommended.
 - d) MS Walker – Flag Hill Cannon Mountain Tram Straight Bourbon
Approved the recommended request from MS Walker to purchase 545 cases of #060761 Flag Hill Cannon Mountain Tram Straight Bourbon 750mL/6pk, now, as a One Time Buy as recommended. An additional 50 cases will be available for purchase when the order is ready.
 - e) MS Walker – Foursquare ECS Mark XXIV Rum
Approved the recommended request from MS Walker on behalf of Altamar Brands to purchase 10 cases of #060684 Foursquare ECS Mark XXIV Rum 750mL/6pk as a One Time Buy as recommended.
 - f) MS Walker – High N Wicked Foursquare No. 7
Approved the recommended request from MS Walker on behalf of Altamar Brands to purchase 20 cases of #060683 High N Wicked Foursquare No. 7 750mL/6pk as a One Time Buy as recommended.
3. Spirits Test Market Results for Week Ending 05/26/2024
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:

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Grant Full Distribution:

- #2403 Crown Royal Peach 375mL – \$15.99 (Southern Glazer’s Wine and Spirits)
- #2892 Don Julio Reposado 375mL – \$31.99 (Southern Glazer’s Wine and Spirits)
- #7677 SelvaRey Chocolate Rum 750mL – \$32.99 (Martignetti Companies of NNE)
- #8436 Codigo 1530 Reposado 750mL – \$24.99 (Southern Glazer’s Wine and Spirits)
- #8582 Barr Hill Gin & Tonic RTD 355mL/4pk – \$22.99 (MS Walker)
- #993 Jack Daniel’s Bonded Rye 1L – \$79.99 (RNDC New Hampshire)

Specialty:

None at this time.

Limited:

None at this time.

Delist:

- #1663 Old Forester Bourbon 1.75L – \$42.99 (RNDC New Hampshire)

4. Spirits Test Market Results for Weeks Ending 06/02/2024 and 06/09/2024

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:

- #6821 Cantera Negra Café 750mL – \$31.99 (Martignetti Companies of NNE)
- #1070 Vermont Ice Coffee Crème 750mL – \$35.99 (Pine State Beverage)
- #8282 2XO American Oak Bourbon 750mL – \$35.99 (Pine State Beverage)
- #8300 Sugarlands Peanut Butter Sippin Cream 750mL – \$24.99 (RNDC New Hampshire)
- #8433 The Glenlivet Fusion Rum & Bourbon Cask 750 mL – \$35.99 (Southern Glazer’s Wine and Spirits)
- #8435 Absolute Raspberry Lemonade 750mL – \$18.99 (Southern Glazer’s Wine and Spirits)
- #8557 Killington Maple Cask Bourbon 750mL – \$51.99 (Bay State Wine and Spirits)
- #8603 Ketel One Cosmopolitan 375mL – \$13.99 (Southern Glazer’s Wine and Spirits)
- #8662 Elysian Fields Lavender Gin 750mL – \$37.99 (Uncorked)
- #8753 Don Julio Blanco 1L – \$59.99 (Southern Glazer’s Wine and Spirits)

Specialty:

- #8293 BHAKTA 1928 Straight Rye Whiskey 750mL – \$79.99 (Ruby Wines New Hampshire)

Limited:

None at this time.

Delist:

- #8278 Courage & Conviction Single Malt Whiskey 750mL – \$59.99 (RNDC New Hampshire)
- #8294 El Patriarca Blanco 750mL – \$44.99 (Bay State Wine and Spirits)
- #4372 Gentleman Jack 1L – \$47.99 (RNDC New Hampshire)
- #7579 Spinto Bitters Rosso 750mL – \$37.99 (PSP Wines)

5. Test Market Requests – May & June 2024:

- a) RNDC New Hampshire – Drumshanbo Irish Pot Irish Whiskey

Approved the recommended request from RNDC New Hampshire on behalf of Palm Bay International to offer #060726 Drumshanbo Irish Pot Irish Whiskey 750mL/6pk for Test Market Listing as recommended.

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- b) Southern Glazer's Wine and Spirits – Tequila Ocho Reposado
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill to offer #060754 Tequila Ocho Reposado 750mL/6pk for Test Market Listing as recommended.
- c) Stone Fence Beverage – Sugarwood 1790
Approved the recommended request from Stone Fence Beverage to offer #060720 Sugarwood 1790 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 Mr. 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

At 10:47 a.m. the meeting was adjourned.

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