

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 20, 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; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan

Public: No public in attendance

Attended for Employee Certificate Presentations: Ashley Holmes, Nicholas Cutting, Lindsey Hauser, Deputy Chief Danielle Ellston, Lieutenant Matthew Culver, Lieutenant Ben Williams, Nathan Leahy, Steven Edwards, Stephen Reardon, James Kilgo, Jack Hardwick, and Kristopher Mosgrober.

I) PLEDGE OF ALLEGIANCE

Certificate Presentations:

Sergeant Ashley Holmes and Sergeant Nicolas Cutting were presented with longevity certificates and pins for their 10 years of service with the State of New Hampshire. Chief Armaganian referenced the total rebrand of the Division of Enforcement and acknowledged Sergeant Holmes and Sergeant Cutting for being part of that important work. Both sergeants are in supervisory roles and have been involved with numerous projects. Chief Armaganian stated that the Division is blessed to have them on staff. Chairman Mollica thanked Sergeant Holmes and Sergeant Cutting for all they do.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD June 13, 2024.

Chairman Mollica accepted the minutes from the June 13, 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 consistent volumes for both inbound and outbound with 91,088 inbound cases and 92,945 outbound cases. Inventory reached 892,794 cases. All KPIs were met and business continues to run efficiently. Chairman Mollica indicated that we would like to see inventory higher. Mr. Featherston reported that they are seeing an increase of 120,000 inbound cases this week, which will have a positive impact.

IV) MARKETING AND SALES REPORT

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1) Mark Roy, Director of Marketing, reported on the Administrative Notices.

Director Roy reported that the quarterly Broker meeting took place yesterday and was hosted by Martignetti Companies of NNE. Twenty-five brokers attended, along with our partners from DHL and several members of the Marketing department. Discussion topics included summer inventory and the NextGen system, among others.

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 that things are going well in the outlets. The outlets completed inventory this week, with the exception of one outlet, and they will complete inventory tonight. This was the first time doing inventory with the new D365 system and the new handheld counting units. Shelving was delivered at the new Keene/Swanzey outlet this week and that project remains on schedule. All outlets are stocked and ready for the weekend, and for those customers visiting for NASCAR weekend.

3) Merchandising Report

A) Wine

1. June 2024 Primary Source Recommendations

Approved the recommended June 2024 Primary Source Recommendations (15 Primary, 60 Imported, 0 Exclusive Agent, and 0 Dual Distribution) as recommended.

2. NH Winery New Listing – Appolo Vineyards

Approved the recommended One Time Buy request from Appolo Vineyards for the purchase of 45 cases of TBD Appolo Vineyards Gluhwein 1L/12pk as recommended.

3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/20/2024

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/20/2024 as recommended.

4. Request for Wine Specialty Status – Misc Brokers

Approved the Recommended and not 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. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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B) Tasting Events

1. 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.
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 Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. Limited Time Offer Requests – June 2024:
 - a) RNDC New Hampshire – High West Bottled in Bond Straight Rye and High West Cask Strength
Approved the recommended request from RNDC New Hampshire on behalf of Constellation Brands to purchase 42 cases of #060774 High West Bottled in Bond Straight Rye 750mL/6pk and 28 cases of #060773 High West Cask Strength 750mL/6pk as a Limited Time Offer as recommended.
 - b) Southern Glazer’s Wine and Spirits – 1800 Blanco Tequila
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Proximo Spirits to purchase 120 cases of #060791 1800 Blanco Tequila 200mL/24pk as a Limited Time Offer as recommended.
 - c) Southern Glazer’s Wine and Spirits – Jose Cuervo Especial Silver
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Proximo Spirits to purchase 196 cases of #060790 Jose Cuervo Especial Silver 200mL/24pk as a Limited Time Offer as recommended.
 - d) Southern Glazer’s Wine and Spirits – Russell’s Reserve 15 Year
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Campari to purchase 39 cases of #060792 Russell’s Reserve 15 Year 750mL/6pk as a Limited Time Offer as recommended.
 - e) Southern Glazer’s Wine and Spirits – Wild Turkey Master’s Keep Triumph
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Campari to purchase 8 cases of #060793 Wild Turkey Master’s Keep Triumph 750mL/6pk as a Limited Time Offer as recommended.
2. One Time Buy Requests – June 2024:
 - a) Southern Glazer’s Wine and Spirits – Double Eagle Very Rare
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Sazerac Co. to purchase 1 case of #004448 Double Eagle Very Rare 750mL/1pk as a One Time Buy Request as recommended.
 - b) Southern Glazer’s Wine and Spirits – Weller Millennium
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Weller Millennium to purchase 6 cases of #060809 Weller Millennium 750mL/1pk as a One Time Buy Request as recommended.

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- c) Stone Fence Beverage – New England Barrel Company Small Batch Rye
Approved the recommended request from Stone Fence Beverage on behalf of New England Barrel Company to purchase 30 cases of #060802 New England Barrel Company Small Batch Rye 750mL/12pk as a One Time Buy Request as recommended.
 - d) Stone Fence Beverage – New England Barrel Company Small Batch Select
Approved the recommended request from Stone Fence Beverage on behalf of the New England Barrel Company to purchase 30 cases of #060803 New England Barrel Company Small Batch Select 750mL/12pk as a One Time Buy Request as recommended.
3. Spirits Test Market Results for Week Ending 06/16/2024
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:**
#7588 Ojo De Tigre Artisanal Mezcal 750mL – \$33.99 (Southern Glazer’s Wine & Spirits)
#8418 Il Tramonto Limoncello 50mL – \$1.99 (Pine State Beverage)
#8559 FORIJ Tulsi Rose Gin 750mL - \$38.99 (Stone Fence Beverage)
#8604 Ciroc Limonata 750mL – \$24.99 (Southern Glazer’s Wine & Spirits)
#8624 Don Julio Alma Miel 750mL – \$99.99 (Southern Glazer’s Wine & Spirits)
#8649 Fishers Island Pink Flamingo Lemonade 355mL/4pk – \$18.99 (Pine State Beverage)
#8739 Komos Anejo Reserva 750mL – \$199.99 (Bay State Wine and Spirits)
- Specialty:**
None at this time.
- Limited:**
None at this time.
- Delist:**
None at this time
4. Test Market Requests – June 2024:
- a) RNDC New Hampshire – Jaquin’s Rock & Rye
Approved the recommended request from RNDC New Hampshire on behalf of Charles Jacquin et Cie, Inc. to offer #060776 Jaquin’s Rock & Rye 700mL/12pk for Test Market Listing as recommended.
 - b) RNDC New Hampshire – Licor 43 Crème Brulee
Approved the recommended request from RNDC on behalf of Zamora Company to offer #060830 Licor 43 Crème Brulee 750mL/6pk for Test Market Listing as recommended.
 - c) RNDC New Hampshire – Midnight Moon Moonshakes Chocolate Brownie Cream and Midnight Moon Moonshakes Peanut Butter Cup
Approved the recommended request from RNDC New Hampshire on behalf of Piedmont Distillers on behalf of Piedmont Distillers to offer #060508 Midnight Moon Moonshakes Chocolate Brownie Cream 750mL/6pk and #060509 Midnight Moon Moonshakes Peanut Butter Cup 750mL/6pk for Test Market Listing as recommended.
 - d) RNDC New Hampshire – The Roaster’s Daughter Espresso Martini
Approved the recommended request from RNDC on behalf of Charles Jacquin et Cie, Inc. to offer #060777 The Roaster’s Daughter Espresso Martini 750mL/12pk for Test Market Listing as recommended.

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- e) RNDC New Hampshire – Thunder Bitch Cinnamon Whisky
Approved the recommended request from RNDC New Hampshire on behalf of Zamora Co. to offer #060831 Thunder Bitch Cinnamon Whisky 700mL/6pk for Test Market Listing as recommended.
- f) Ruby Wines New Hampshire – Buzzard’s Roost Bottled in Bond
Approved the recommended request from Ruby Wines New Hampshire Inc. to offer #060765 Buzzard’s Roost Bottled in Bond 750mL/6pk for Test Market Listing as recommended.
- g) Ruby Wines New Hampshire – Buzzard’s Roost Char #1
Approved the recommended request from Ruby Wines New Hampshire to offer #060768 Buzzards Roost Char#1 750mL/6pk for Test Market Listing as recommended.
- h) Southern Glazer’s Wine and Spirits – Black Velvet Reserve
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to offer #060782 Black Velvet Reserve 1.75L/6pk for Test Market Listing as recommended.
- i) Southern Glazer’s Wine and Spirits – Charles Goodnight Texas Bourbon
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #060755 Charles Goodnight Texas Bourbon 750mL/6pk for Test Market Listing as recommended.
- j) Southern Glazer’s Wine and Spirits – Junipero Smoked Rosemary Gin
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Hotaling & Co. to offer #060783 Juniper Smoked Rosemary Gin 750mL/6pk for Test Market Listing as recommended.
- k) Southern Glazer’s Wine and Spirits – Numbskull Cool Mint & Chocolate
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #060784 Numbskull Cool Mint & Chocolate 750mL/12pk for Test Market Listing as recommended.
- l) Southern Glazer’s Wine and Spirits – Vago Elote Mezcal
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to offer #060781 Vago Elote Mezcal 750-mL/6pk for Test Market Listing as recommended.
- m) Southern Glazer’s Wine and Spirits – Widow Jane Baby Jane
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to offer #060780 Widow Jane Baby Jane 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

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VII) PUBLIC COMMENT

No Public Comments

At 10:50 a.m. the meeting was adjourned.

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