

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 27, 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; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Audrey Enderson, Administrative Assistant; Laura Black, On-Premise and Off-Premise Specialist; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Excused:

Attended for employee certificate presentation: Nick Burleigh, Ron Shute, Cassandra Sweetser, Laura Black, Tara Camire, Patrick Narbonne, Vanessa Chase-Cook, Shawn Rayno, Melanie Sherman, and Holly Ross.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

Certificate Presentation - Deputy Commissioner Brassard Jordan and Chairman Mollica presented Director Mark Roy with his certificates and pin for 30 years of services with the New Hampshire Liquor Commission and the State of New Hampshire. Director Roy was acknowledged for all he has done for the Commission over the years. During this time, Director Roy worked as a stock person, clerk I, clerk II, clerk III, fill-in manager, manager I, II and III, spirits buyer, NextGen team member, and now the Director of Marketing. Deputy Commissioner Brassard Jordan acknowledged that Director Roy has been a huge value to the team and that we truly appreciate all he has done for the Commission.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD June 20, 2024.

Chairman Mollica accepted the minutes from the June 20, 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 124,229 inbound cases, which is a big increase. There was also a spike in outbound volume at 101,585 cases. Inventory reached 915,337 cases. All KPIs were met, and they are staffed and ready for the big 4th of July holiday. Numbers for the current week show that inbound volume is down, and outbound volume is up.

IV) MARKETING AND SALES REPORT

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

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Director Roy also welcomed Laura Black to the team. Ms. Black comes to us from Outlet 12 in Center Harbor. Ms. Black will be the new On-Premise and Off-Premise Specialist.

Chairman Mollica and Deputy Commissioner Brassard Jordan expressed concern about the inventory. Chairman Mollica acknowledged that inventory is not where we would like it to be, there are statutory responsibilities to consider, and we will take a closer look at the inventory.

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 all outlets successfully completed inventory using the system. Outlets will be open regular hours for the 4th of July holiday. Construction at the new Keene/Swanzey outlet continues to go well and is actually ahead of schedule. Chairman Mollica and Deputy Commission Brassard Jordan congratulated the Store Operations team on a successful inventory.

3) Merchandising Report

A) Wine

1. Email Coupons – July 2024

Approved the recommended E-Mail Coupons for July 2024 submitted by various brokers as recommended.

2. June 2024 Cost Change Approval List

Approved the recommended June 2024 Cost Change Approval List as recommended.

3. On-Premise Special Discount – July 2024

Approved the recommended July 2024 On-Premise Special Discount from miscellaneous brokers as recommended.

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

Chairman Mollica approved the recommended and not recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended. Deputy Commission Brassard Jordan recused herself as she assisted the Marketing Department with this item.

5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores

06/27/2024

Chairman Mollica approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 6/27/2024 from miscellaneous brokers as recommended. Deputy Commission Brassard Jordan recused herself as she assisted the Marketing Department with this item.

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6. Recommended & Not Recommended High End Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE 06/27/2024
Approved the recommended and not recommended High End Allocated Wines for Distribution to Selected Store – Martignetti Companies of NNE 06/27/2024 as recommended.
7. Recommended Bordeaux Allocation – Ruby Wines New Hampshire
Approved the recommended Bordeaux Allocation – Ruby Wines 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 Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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.
3. September 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended September 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. June 2024 Spirit Warehouse Only List
Approved the recommended June 2024 Spirit Warehouse Only List (4 Primary, 3 Imported, and 0 Exclusive Agent) as recommended.
2. Limited Time Offer Requests – June 2024:
 - a) RNDC New Hampshire – Glenglassaugh Sandend, Glenglassaugh 48 Year Cask, Glenglassaugh 49 Year Cask, Glenglassaugh 50 Year Cask, and Glenglassaugh 51 Year Cask
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase the following as recommended:
45 cases of #60771 Glenglassaugh Sandend 700mL/6pk
1 case of #60822 Glenlassaugh 48 Year Cask 700mL/1pk
1 case of #60823 Glenlassaugh 49 Year Cask 700mL/1pk
5 cases of #60824 Glenlassaugh 50 Year Cask 700mL/1pk
1 case of #60825 Glenlassaugh 51 Year Cask 700mL/1pk

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- b) RNDC New Hampshire – Pennsylvania Dutch Lemon Cream Pie Liquor
Approved the recommended request from RNDC New Hampshire on behalf of Charles Jaquin et Ci., Inc. to purchase 140 cases of #060778 Pennsylvania Dutch Lemon Cream Pie Liquor 750mL/12pk as recommended.
- 3. Line Extension Request for Mozart Chocolate Cream – Marussia Beverages USA – RNDC New Hampshire
Approved the recommended Line Extension Request from RNDC New Hampshire on behalf of Marussia Beverages USA Line Extension Request for #060775 Mozart Chocolate Cream 375mL/6pk –as recommended.
- 4. One Time Buy Requests – June 2024:
 - a) 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 for the purchase of 144 cases of #60844 Midnight Moon Moonshakes Chocolate Brownie Cream 50mL/48pk and 144 cases of #60845 Midnight Moon Moonshakes Peanut Butter Cup 50mL/48pk as a One Time Buy Request for June 2024 as recommended.
 - b) Southern Glazer’s Wine and Spirits – Bacardi 8 Year Sevillian Orange Cask
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Bacardi, USA for the purchase of 45 cases of #060786 Bacardi 8 Year Sevillian Orange Cask 750mL/12pk as a One Time Buy Request for June 2024 as recommended.
 - c) Southern Glazer’s Wine and Spirits – Hirsch Single Barrel 19-32982 and Hirsch Single Barrel 19-33193
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Hotaling & Co. for the purchase of 33 Cases of #060810 Hirsch Single Barrel 19-32982 750mL/6pk and 37 cases of #060811 Hirsch Single Barrel 19-33193 750mL/6pk as a One Time Buy Request for June 2024 as recommended.
 - d) Southern Glazer’s Wine and Spirits – Old Charter French Oak
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Sazerac Company for the purchase of 15 cases of #060785 Old Charter French Oak 750mL/6pk as a One Time Buy Request for June 2024 as recommended.
 - e) Stone Fence Beverage – Short Path Summer Reserve
Approved the recommended request from Stone Fence Beverage for the purchase of 10 cases of #003005 Short Path Summer Reserve 750mL/6pk as a One Time Buy Request for June 2024 as recommended.
- 5. Spirits Test Market Results for Week Ending 06/23/2024
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:
 - #4645 Black Infusions Dirty Shirley Cans 355mL/4pk – \$36.99 (MS Walker)
 - #8139 Mijenta Reposado Tequila 750mL \$69.99 (RNDC New Hampshire)
 - #8382 Sunshine Punch Orange Crème 750mL - \$24.99 (Southern Glazer’s Wine & Spirits)
 - #8748 Chicken Cock Small batch 750mL - \$69.99 (RNDC New Hampshire)

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Specialty:

#1841 The Deacon Blended Scotch Whiskey 700mL - \$42.99 (RNDC New Hampshire)

#8260 1010 Caramel Cream Liqueur 750mL - \$27.99 (Stone Fence Beverage)

#8320 Paisano Cafetero Espresso Martini 750mL - \$24.99 (Stone Fence Beverage)

Limited:

None at this time.

Delist:

#1236 Midnight Moon Moonshakes Apple Pie 750mL - \$59.99 (RNDC New Hampshire)

6. Test Market Requests – June 2024:

a) Bay State Wine & Spirits – The Copper Can Blackberry Mule

Approved the recommended request from Baystate Wine & Spirits to offer #060864 The Copper Can Blackberry Mule 355mL/4pk for Test Market Listing as recommended.

b) Pine State Beverage – All Hands Cherry Limeade Vodka Soda and All Hands Raspberry Lemonade Vodka Soda

Approved the recommended request from Pine State Beverage to offer #060872 All Hands Cherry Limeade Vodka Soda 355mL/4/6pk and #060874 All Hands Raspberry Lemonade Vodka Soda 355mL/4/6pk for Test Market Listing as recommended.

c) Pine State Beverage – Lana Blanco Tequila and Lana Reposado Tequila

Approved the recommended request from Pine State Beverage to offer #060876 Lana Blanco Tequila 750mL/6pk and #060875 Lana Reposado Tequila 750mL/6pk for Test Market Listing as recommended.

d) Pine State Beverage – Vermont Ice Coffee Liqueur

Approved the recommended request from Pine State Beverage to offer #060593 Vermont Ice Coffee Liqueur 750mL/6pk for Test Market Listing as recommended.

e) Pine State Beverage – Vermont Ice Gin

Approved the recommended request from Pine State Beverage to offer #001082 Vermont Ice Gin 750mL/6pk for Test Market Listing as recommended.

f) RNDC New Hampshire – Chica Chida Peanut Butter Agave

Approved the recommended request from RNDC New Hampshire on behalf of Piermont Brands, Inc. to offer #060866 Chica Chida Peanut Butter Agave 750mL/6pk for Test Market Listing as recommended.

g) RNDC New Hampshire – Clark & Chesterfield Maple Whiskey

Approved the recommended request from RNDC New Hampshire on behalf of New England Sweetwater Farm to offer #060867 Clark & Chesterfield Maple Whiskey 750mL/6pk for Test Market Listing as recommended.

h) RNDC New Hampshire – Copper & Kings Butchertown Brandy

Approved the recommended request from RNDC New Hampshire on behalf of Constellation Brands to offer #060827 Copper & Kings Butchertown Brandy 750mL/6pk for Test Market Listing as recommended.

i) RNDC New Hampshire – Mozart Chocolate Coconut Liqueur

Approved the recommended request from RNDC New Hampshire on behalf of Marussia Beverages USA to offer #060865 Mozart Chocolate Coconut Liqueur 750mL/6pk for Test Market Listing as recommended.

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- j) Ruby Wines New Hampshire – Gran Cava De Oro Extra Anejo
Approved the recommended request from Ruby Wines New Hampshire, Inc. to offer #001287 Gran Cava De Oro Extra Anejo 750mL/6pk for Test Market Listing as recommended.
- k) Ruby Wines New Hampshire – Tierra Sagrada Anejo
Approved the recommended request from Ruby Wines New Hampshire, Inc. to offer #060796 Tierra Sagrada Anejo 750mL/6pk for Test Market Listing as recommended.
- l) Ruby Wines New Hampshire – Whiskey In the Wild Twist of Orange
Approved the recommended request from Ruby Wines New Hampshire, Inc. to offer #002099 Whiskey In the Wild Twist of Orange 750mL/6pk for Test Market Listing as recommended.
- m) Southern Glazer’s Wine and Spirits – Glenmorangie Triple Cask Reserve
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy to offer #060877 Glenmorangie Triple Cask Reserve 750mL/6pk for Test Market Listing as recommended.
- n) Southern Glazer’s Wine and Spirits – Heaven Hill 7 Year Bottled in Bond
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to offer #002367 Heaven Hill 7 Year Bottled in Bond 750mL/6pk for Test Market Listing as recommended.
- o) Stone Fence Beverage – Amrut Indian Fusion Single Malt Whiskey
Approved the recommended request from Stone Fence Beverage to offer #008679 Amrut Indian Fusion Single Malt Whiskey 750mL/6pk for Test Market Listing as recommended.
- p) Stone Fence Beverage – Loud Lemon Vodka Lemonade Island Jam and Loud Lemon Vodka Lemonade Summer Hummer
Approved the recommended request from Stone Fence Beverage on behalf of Loud Beverage, Inc. to offer #060892 Loud Lemon Vodka Lemonade Island Jam 355mL/4pk and #060893 Loud Lemon Vodka Lemonade Summer Hummer 355mL/4pk for Test Market Listing as recommended.
- q) MS Walker – Coppa Mai Tai
Approved the recommended request from MS Walker to offer #060868 Coppa Mai Tai 750mL/12pk 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 10:56 a.m. the meeting was adjourned.

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