

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of July 11, 2024 Meeting

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; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Excused:

Public: Marie King, LaBelle Winery

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD June 27, 2024.

Chairman Mollica made a motion to accept the minutes from the June 27, 2024 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. Mr. Featherston reported a great holiday week with 79,391 inbound cases and 109,532 outbound cases. Total inventory on hand reached 850,249 cases. All KPIs were met.

### IV) MARKETING AND SALES REPORT

#### 1) Mark Roy, Director of Marketing, 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 construction continues to go well on the new Keene/Swanzey outlet, with a September opening planned. Administrator Richards thanked our DHL partners for their flexibility and assistance with the July 4 holiday weekend.

#### 3) Merchandising Report

##### A) Wine

##### 1. Email Coupons – August 2024

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of July 11, 2024 Meeting

- Approved the recommended Email Coupons for August 2024 submitted by various brokers as recommended. Please note these email coupons are for the month of August 2024. The memo text incorrectly referenced a different month.
2. August 2024 Special Allowance Offers – Southern Glazer’s Wine & Spirits  
Approved the recommended August 2024 Special Allowance Offers – Southern Glazer’s Wine & Spirits as recommended.
  3. August 2024 Special Allowance Offers – Ruby Wines New Hampshire  
Approved the recommended August 2024 Special Allowance Offers – Ruby Wines New Hampshire as recommended.
  4. August 2024 Special Allowance Offers – RNDC New Hampshire  
Approved the recommended August 2024 Special Allowance Offers – RNDC New Hampshire as recommended.
  5. August 2024 Special Allowance Offers – Pine State Beverage  
Approved the recommended August 2024 Special Allowance Offers - Pine State Beverage as recommended.
  6. August 2024 Special Allowance Offers – M.S. Walker Inc.  
Approved the recommended August 2024 Special Allowance Offers – M.S. Walker Inc. as recommended.
  7. August 2024 Special Allowance Offers – Martignetti Companies of NNE  
Approved the recommended August 2024 Special Allowance Offers – Martignetti Companies of NNE as recommended.
  8. Off-Premise Special Discount – Exclusive Grocery Price Busters August 2024  
Approved the recommended August 2024 Off-Premise Special Discount – Exclusive Grocery Price Busters from miscellaneous brokers as recommended.
  9. On-Premise Special Discount – Miscellaneous Brokers August 2024  
Approved the recommended August 2024 On-Premise Special Discount from miscellaneous brokers as recommended.
  10. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/11/2024  
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 7/11/2024 from miscellaneous brokers as recommended.
  11. One Time Purchase for our Power Buy Program – Miscellaneous Brokers  
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
  12. Revised One Time Purchase for our Power Buy Program – Martignetti  
Approved the recommended Revised One Time Purchase for our Power Buy Program from Martignetti Companies of NNE as recommended.
  13. Additional Size Request – RNDC New Hampshire  
Approved the not recommended Additional Size Request – RNDC New Hampshire for 750mL Carpano Antica Formula Vermouth as recommended.
  14. NH Winery New Listing – LaBelle Winery Spiced Apple Wine  
Approved the recommended NH Winery New Listing of LaBelle Winery Spiced Apple Wine as recommended.
  15. Request for Wine Specialty Status – Misc Brokers  
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of July 11, 2024 Meeting

16. Roll Out Requests – Multiple Brokers – August 2024  
Approved the recommended and not recommended Roll Out Requests from miscellaneous brokers as recommended.
17. Test Market Requests – Multiple Brokers – August 2024  
Approved the recommended and not recommended Test Market Requests from miscellaneous brokers as recommended.
18. Text-To-Win a Trip Sweepstakes – August through September 2024 – M.S. Walker  
Approved the recommended Text-To-Win a Trip Sweepstakes – August through September 2024 from M.S. Walker as recommended.
19. Enter-To-Win a Trip Sweepstakes – August through October 2024 – RNDC New Hampshire  
Approved the recommended Enter-To-Win a Pizza Oven Sweepstakes – August through October 2024 – RNDC New Hampshire, with a change to note the prize is a pizza oven, and not a trip, as noted in the memo subject line, as recommended.
20. Enter-To-Win Cupcake “Summer of Joy” Sweepstakes – June through August 2024 – Southern Glazer’s Wine & Spirits.  
Approved the Enter-To-Win Cupcake “Summer of Joy” Sweepstakes – June through August 2024 – Southern Glazer’s Wine & Spirits as recommended.
21. Win a trip to Wentle Vineyards and The Course Golf Course – June through September 2024 – Southern Glazer’s Wine & Spirits.  
Approved the Win a trip to Wentle Vineyards and The Course Golf Course – June through September 2024 –Southern Glazer’s Wine & Spirits 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. Additional September 2024 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended Additional 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. E-Mail Coupons – August 2024  
Approved the recommended E-Mail Coupons from Southern Glazer’s Wine & Spirits and RNDC New Hampshire as recommended.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of July 11, 2024 Meeting

2. Multi Bottle Purchase Program – August 2024  
Approved the recommended Multi Bottle Purchase Program August 2024 as recommended.
3. 2024 Winter Spirits Seasonal & VAP Offers  
Approved the recommended and not recommended 2024 Winter Spirits Seasonal & VAP Offers from various brokers as recommended.
4. Outlet Price Busters – August 2024 – Spirits  
Approved the recommended Outlet Price Busters – August 2024 – Spirits as recommended.
5. Limited Time Offer Requests – June 2024:
  - a) Southern Glazer’s Wine & Spirits – Lagavulin Offerman Edition 11yr Caribbean Rum Cask  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Diageo to purchase 138 cases of #060917 Lagavulin Offerman Edition 11yr Caribbean Rum Cask 750mL/6pk as a Limited Time Offer Request as recommended.
  - b) Southern Glazer’s Wine & Spirits – Crown Royal Apple & Peach Multi-Pack  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Diageo to purchase 350 cases of #060944 Crown Royal Apple & Peach Multi-Pack 50mL/10/6pk as a Limited Time Offer Request as recommended.
6. Limited Time Offer Requests – July 2024:
  - a) Southern Glazer’s Wine & Spirits – Crown Royal RTD Lemonade Variety Pack  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Diageo to purchase 99 cases of #008583 Crown Royal RTD Lemonade Variety Pack 355mL/8/3pk as a Limited Time Offer Request as recommended.
  - b) Southern Glazer’s Wine & Spirits – Crown Royal RTD Whiskey Lemonade  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Diageo to purchase 200 cases of #007533 Crown Royal RTD Whiskey Lemonade 355mL/4/6pk as a Limited Time Offer Request as recommended.
  - c) Southern Glazer’s Wine & Spirits – Crown Royal Single Malt  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Diageo to purchase 108 cases of #060919 Crown Royal Single Malt 750mL/12pk as a Limited Time Offer Request as recommended.
7. One-Time Buy Requests – July 2024
  - a) Southern Glazer’s Wine & Spirits – Larceny Barrel Proof  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Heaven Hill to purchase 144 cases of #004852 Larceny Barrel Proof 750mL/3pk as a One Time Buy Request as recommended.
  - b) Southern Glazer’s Wine & Spirits – Heaven Hill Grain to Glass Whiskeys  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Heaven Hill to purchase 30 cases of #060958 Heaven Hill Grain to Glass Straight Bourbon 700mL/6pk and 15 cases of #060957 Heaven Hill Grain to Glass Wheated Bourbon 700mL/6pk and 30 cases of #060964 Heaven Hill Grain to Glass Rye Whiskey 700mL/6pk as a One Time Buy Request as recommended.
  - c) Southern Glazer’s Wine & Spirits – Elijah Craig Bourbons  
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Heaven Hill to purchase 42 cases of #005898 Elijah Craig Toasted Barrel and 126 cases of #001800 Elijah Craig Barrel Proof 750mL/6pk as a One Time Buy Request as recommended.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of July 11, 2024 Meeting

- d) Southern Glazer's Wine & Spirits – Pikesville Rye 110 Whiskey  
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Heaven Hill to purchase 30 cases of #001803 Pikesville Rye 110 Whiskey 750mL/6pk as a One Time Buy Request as recommended.
  - e) Southern Glazer's Wine & Spirits – Old Fitzgerald 10yr BIB Decanter  
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Heaven Hill to purchase 22 cases of #002710 Old Fitzgerald 10yr BIB Decanter 750ml/3pk as a One Time Buy Request as recommended.
  - f) Southern Glazer's Wine & Spirits – Redbreast 18 Year  
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Pernod Ricard to purchase 60 cases of #060886 Redbreast 18-year 750mL/6pk as a One Time Buy Request as recommended.
  - g) Southern Glazer's Wine & Spirits – Kahlua Sips  
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Pernod Ricard to purchase 126 cases of #060881 Kahlua White Chocolate Sips 750mL/12pk and 182 cases of #060882 Kahlua Chocolate Sips 750mL/12pk as a One Time Buy Request as recommended.
  - h) Ruby Wines New Hampshire – Dexter Small Batch Wheat Straight Whiskey  
Approved the recommended request from Ruby Wines New Hampshire to purchase 52 cases of #005045 Dexter Small Batch Wheat Straight Whiskey 750mL/6pk as a One Time Buy Request as recommended.
  - i) Martignetti Companies of NNE – Art of the Spirits Heroes Forged in Flames Bourbon and Art of the Spirits Heroes Honored to Serve Bourbon  
Approved the recommended request from Martignetti Companies of NNE to purchase 43 cases of #060862 Art of the Spirits Heroes Forged in Flames Bourbon 750mL/6pk and 43 cases of #060863 Art of the Spirits Heroes Honored to Serve Bourbon 750mL/6pk as a One Time Buy Request as recommended.
  - j) RNDC New Hampshire – Libation Cocktails  
Approved the recommended request from RNDC New Hampshire to purchase 100 cases of #060903 Libations Bloody Mary 750mL/12pk and 100 cases of #060900 Libations Lemon Drop 750mL/12pk as a One Time Buy Request as recommended.
  - j) Pine State Beverage – WhistlePig Rye Whiskey Barrel-Aged Maple Syrup-Runamok Maple  
Approved the recommended request from Pine State Beverage on behalf of Runamok Maple to purchase 100 cases of #060871 WhistlePig Rye Whiskey Barrel-Aged Maple Syrup 12.7fl oz./6pk as a One Time Buy Request as recommended.
  - k) Pine State Beverage – Henry's Fork Organic Vodka  
Approved the not recommended request from Pine State Beverage to purchase 1,000 cases of #TBD Henry's Fork Organic Vodka 1.75L/6pk as a One Time Buy Request as recommended.
8. Spirits Test Market Results for Week Ending 7/8/2024 (**please note correction – should be item 8 on agenda**)  
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:**  
#7773 Barrell Craft Spirits Vantage 750mL – \$84.99 (Martignetti Companies of NNE)

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of July 11, 2024 Meeting

- #8549 1800 Ultimate Wild Berry Margarita 1.75L – \$19.99 (Southern Glazer’s Wine & Spirits)
- #8751 Bulleit Rye 12 Year 750mL - \$54.99 (Southern Glazer’s Wine & Spirits)
- #8141 Cutwater Margarita Variety Pack 200mL – \$24.99 (RNDC New Hampshire)
- #8356 Barrelsmith Negroni 750mL – \$37.99 (Southern Glazer’s Wine & Spirits)
- #8378 Tequila Clementina Blanco 750mL – \$49.99 (Pine State Beverage)
- #8536 Glenfiddich 12 Yr Sherry Cask 750mL – \$64.99 (Martignetti Companies of NNE)
- #8548 Jose Cuervo Raspberry Colada Margarita 1.75 – \$16.99 (Southern Glazer’s Wine & Spirits)
- #8566 Jefferson’s Bourbon 1.75L – \$34.99 (Southern Glazer’s Wine & Spirits)

**Specialty:**

None at this time.

**Limited:**

None at this time.

**Delist:**

- #7576 Amaro di Erbe 750mL – \$39.99 (PSP Wines of New Hampshire)
- #8316 Cenote Green Orange 750mL – \$45.99 (RNDC New Hampshire)
- #8394 Santa Marta Cioccolato Liqueur 750mL – \$27.99 (Baystate Wine & Spirits)

9. Test Market Requests – July 2024 (**please note correction – should be item 9 on agenda**)

a) American Wine Collective – Art & Rev Cocktails

Approved the recommended request from American Wine Collective on behalf of Art & Rev to offer #060934 Art & Rev Vodka Soda 355mL/4/6pk and #060929 Art & Rev Orange Gin Spritz 355mL/4/6pk 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 10:51 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners