

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of July 18, 2024 Meeting

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

Excused: Deputy Commissioner Nicole Brassard Jordan; Mike Derderian, Spirits Marketing Specialist.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD July 11, 2024.

Chairman Mollica accepted the minutes from the July 11, 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 a strong inbound week with 118,221 cases. Outbound volumes were consistent at 97,400 outbound cases. Total inventory on hand reached 868,283 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 outlets are stocked and servicing customers. Construction continues to progress at the new Keene/Swanzey outlet.

3) Merchandising Report

A) Wine

1. REVISED August 2024 Monthly Retail Promotion

Approved the recommended REVISED August 2024 Monthly Retail Promotion as recommended.

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2. Additional Special Allowance Offers – August 2024 – Wine:
Approved the recommended August Additional Special Allowance Offers – Wine as follows:
 - a) RNDC New Hampshire – as recommended.
 - b) Southern Glazer’s Wine and Spirits – as recommended.
3. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
Approved the recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
4. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores - 07/18/2024.
Approved the Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 7/18/2024 from miscellaneous brokers as recommended.
5. Recommended Allocated Wines for Distribution to Store 38 – RNDC New Hampshire – 07/18/2024
Approved the recommended Allocated Wines to Store 38 – RNDC as recommended.
6. Request for Wine Specialty Status – Miscellaneous 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, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

1. In-Store Tasting – Ruby Wines with HB Wine Merchants – August 2024
Approved the recommended In-Store Tasting from Ruby Wines with HB Merchants – August 2024 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 Martignetti Companies of NNE 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 Martignetti Companies of NNE as recommended.
4. Additional October 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended Additional October 2024 NH Liquor & Wine Outlet In-Store Events from various brokers as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

C) Spirits

1. Limited Time Offer Requests – July 2024:
 - a) Southern Glazer’s Wine and Spirits – Ardbeg Spectacular
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy to purchase 20 cases of #060963 Ardbeg Spectacular 750mL/6pk as a Limited Time Offer Request as recommended.

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- b) Southern Glazer's Wine and Spirits – Mortlach Rare Single Malt Scotch
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 17 cases of #002868 Mortlach Rare Single Malt Scotch 750mL/6pk as a Limited Time Offer Request as recommended.
 - c) Southern Glazer's Wine and Spirits – Old Putney Pineau des Charentes
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Hotaling & Co. to purchase 15 cases of #060956 Old Putney Pineau des Charentes 750mL/6pk as a Limited Time Offer Request as recommended.
 - d) Southern Glazer's Wine and Spirits – Ron Zacapa Edicion Negra
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 50 cases of #001475 Ron Zacapa Edicion Negra 750mL/6pk as a Limited Time Offer Request as recommended.
2. Line Extension Requests – July 2024:
- a) Southern Glazer's Wine and Spirits – Angel's Envy 375mL
Approved the recommended Line Extension request from Southern Glazer's Wine and Spirits on behalf of Bacardi USA for #061017 Angel's Envy 375mL/12pk as recommended.
 - b) Southern Glazer's Wine and Spirits – Aperol 1L
Approved the recommended Line Extension request from Southern Glazer's Wine and Spirits on behalf of Campari America for #005066 Aperol 1L/6pk as recommended.
3. One-Time Buy Requests – July 2024
- a) RNDC New Hampshire – Ezra Brooks 7-year Bourbon and Ezra Brooks 7-year Rye
Approved the recommended request from RNDC New Hampshire on behalf of Luxco to purchase 70 cases of #005279 Ezra Brooks 7-year Bourbon 750mL/6pk and 40 cases of #007935 Ezra Brooks 7-year Rye 750mL/6pk as a One Time Buy Request for July 2024 as recommended.
 - b) RNDC New Hampshire – Rebel 10-year Whiskey
Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc. to purchase 20 cases of #001840 Rebel 10-year Whiskey 750mL/6pk as a One Time Buy Request as recommended.
 - c) Southern Glazer's Wine and Spirits – Jose Cuervo Devil's Reserve Tequila
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to purchase 78 cases of #TBD Jose Cuervo Devil's Reserve Tequila as a One Time Buy Request as recommended.
 - d) Southern Glazer's Wine and Spirits – Jose Cuervo Reserva de la Familia Anejo Cristalino
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill to purchase 25 cases of #060960 Jose Cuervo Reserva de la Familia Anejo Cristalino 750mL/3pk as a One Time Buy Request as recommended.
4. Spirits Test Market Results for Week Ending 7/14/2024
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:**
None at this time
- Specialty:**
None at this time.

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Limited:

None at this time.

Delist:

#8414 Connacht Single Malt Irish 750mL – \$54.99 (RNDC New Hampshire)

5. Test Market Requests – July 2024

- a) RNDC New Hampshire – Metcalfe’s Blueberry Liqueur
Approved the recommended request from RNDC New Hampshire on behalf of Vermont Distillers to offer #060922 Metcalfe’s Blueberry Liqueur 750mL/6pk for Test Market Listing as recommended.
- b) RNDC New Hampshire – Metcalfe’s Vermont Honey Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Vermont Distillers to offer #060924 Metcalfe’s Vermont Honey Bourbon 750mL/6pk for Test Market Listing as recommended.
- c) Southern Glazer’s Wine and Spirits – Dewar’s Japanese Smooth
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Bacardi USA to offer #061018 Dewars Japanese Smooth 750mL/6pk for Test Market Listing as recommended.
- d) Southern Glazer’s Wine and Spirits – Gran Coramino Reposado Tequila
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Proximo Spirits to offer #007480 Gran Coramino Reposado Tequila 750mL/6pk for Test Market Listing as recommended.
- e) Southern Glazer’s Wine and Spirits – Jose Cuervo Devil’s Reserve Tequila
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Proximo Spirits to offer #061074 Jose Cuervo Devil’s Reserve Tequila 750mL/12pk for Test Market Listing as recommended.
- f) Southern Glazer’s Wine and Spirits – Leroux Triple Sec 1.75L
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Phillips Products Company to offer #061072 Leroux Triple Sec 1.75L/6pk for Test Market Listing as recommended.
- g) Southern Glazer’s Wine and Spirits – Ole Smoky Cookie Dough Whiskey
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Ole Smoky to offer #003508 Ole Smoky Cookie Dough Whiskey 750mL/6pk for Test Market Listing as recommended.
- h) Southern Glazer’s Wine and Spirits – Ole Smoky Mint Chocolate Chip
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Ole Smoky to offer #003507 Ole Smoky Mint Chocolate Chip 750mL/6pk for Test Market Listing as recommended.
- i) Southern Glazer’s Wine and Spirits – Ole Smoky Orange Shinesicle
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Ole Smoky to offer #003504 Ole Smoky Orange Shinesicle 750mL/6pk for Test Market Listing as recommended.
- j) Southern Glazer’s Wine and Spirits – Patron Anejo Cristalino Tequila
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Bacardi USA to offer #060962 Patron Anejo Cristalino Tequila 750mL/6pk for Test Market Listing as recommended.

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- k) Southern Glazer's Wine and Spirits – UV Grape Vodka
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Phillips Products Company to offer #003480 UV Grape Vodka 750mL/12pk for Test Market Listing as recommended.
- 6. October, November, and December 2024 – NH Spirits Display Rack Program
Approved the recommended October, November, and December 2024 NH Spirits Display Rack Program as recommended.
- 7. 2024 Winter Spirits Seasonal & VAP Offers – Additional
Approved the recommended 2024 Winter Spirits Seasonal & VAP Offers – Additional from RNDC New Hampshire as recommended.

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Director Roy.

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

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