

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of July 25, 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; Patrick Kerns, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD July 18, 2024.

Chairman Mollica accepted the minutes from the July 18, 2024 Commission Meeting.

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

Ryan Wilson forwarded the KPI Report to the Commission and it has been reviewed. Patrick Kerns reported 93,666 inbound cases and 102,554 outbound cases. Total inventory reached 859,394 cases. DHL continues to focus on hiring staff. Testing is going well on their new system.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, presented the items below and reported on the Administrative Notices.

A) Director Mark Roy

1. 2025 PROMOTIONAL CALENDAR

Approved the recommended 2025 Promotional Calendar as recommended.

2. Promotional Sale – July 2024 - Spirits

Approved the recommended Promotional Sales – July 2024 - Spirits as recommended.

After review of the items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as present by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

For Information Only:

B) 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.

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2) Store Operations Update

James Richards, Store Operations Administrator, reported there were no interruptions during last Friday's CrowdStrike outage; all stores remained open during this time. Construction at the new Keene/Swanzey outlet continues to go well. We are anticipating a September opening.

3) Merchandising Report

A) Wine

1. July 2024 Cost Change Approval List
Approved the recommended July 2024 Cost Change Approval List as recommended.
2. July 2024 Primary Source Recommendations
Approved the recommended July 2024 Primary Source Recommendations (64 Primary, 82 Imported, 0 Exclusive Agent, and 1 Dual Distribution) as recommended.
3. Additional One Time Purchase for our Power Buy Program – PSP Wines
Approved the recommended Additional One Time Purchase for our Power Buy Program from PSP Wines as recommended.
4. Email Coupons – September 2024
Approved the recommended Email Coupons for September 2024 submitted by RNDC as recommended.
5. October 2024 Monthly Promotional Sale
Approved the recommended October 2024 Monthly Promotional Sale as recommended.
6. NH Off-Premise Special Discount – Price Busters September & October 2024
Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters September & October 2024 from miscellaneous brokers as recommended.
7. Off-Premise Special Discount – Exclusive Grocery Price Busters September 2024
Approved the recommended and not recommended Off-Premise Special Discount - Exclusive Grocery Price Busters September 2024 from miscellaneous brokers as recommended.
8. On-Premise Special Discount – September 2024
Approved the recommended On-Premise Special Discount – September 2024 from miscellaneous brokers as recommended.
9. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/25/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores for 7/25/24 as recommended.
10. Recommended Bordeaux Allocation – Ruby Wines New Hampshire
Approved the Recommended Bordeaux Allocation – Ruby Wines New Hampshire as recommended.
11. REVISED August 2024 Special Allowance Offers – Wine – Pine State Beverage
Approved the recommended REVISED August 2024 Special Allowance Offers – Pine State Beverage as recommended.
12. REVISED Promotional Discount September 2024
Approved the recommended REVISED Promotional Discount September 2024 as recommended.
13. REVISED Text-to-Win a Trip Sweepstakes – November and December 2024 – MS Walker
Approved the recommended REVISED Text-to-Win a Trip Sweepstakes -November and December 2024 from MS Walker as recommended.

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14. REVISED Wine Outlet Price Busters – Pine State Beverage – August 2024
Approved the recommended REVISED Wine Outlet Price Busters from Pine State Beverage for August 2024 as recommended.
15. Roll Out Requests – Multiple Brokers – September 2024
Approved the Recommended Roll Out Requests from miscellaneous brokers for September 2024 as recommended.
16. Special Allowance Offers – Wine - September 2024:
Approved the recommended September 2024 Special Allowance Offers – Wine as follows:
 - a) Martignetti Companies of NNE as recommend.
 - b) Pine State Beverage as recommended.
 - c) RNDC New Hampshire as recommended.
 - d) Southern Glazer’s Wine and Spirits as recommended.
 - e) MS Walker as recommended.
17. Test Market Requests – Multiple Brokers – September 2024
Approved the recommended and not recommended Test Market Requests from miscellaneous brokers for September 2024 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. July 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended July 2024 NH Liquor & Wine Outlet In-Store Events from Martignetti Companies of NNE as recommended.
2. August 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended August 2024 NH Liquor & Wine Outlet In-Store Events from miscellaneous 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 miscellaneous 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. 2024 Winter Spirits Seasonal & VAP Offers – Additional
Approved the recommended 2024 Winter Spirits Seasonal & VAP Offers – Additional as recommended.
2. Recommended Closeout Releases and Distribution with Deep Allowance Offers and Closeout Pricing from RNDC New Hampshire
Approved Recommended Closeout Releases and Distribution with Deep Allowance Offers and Closeout Pricing from RNDC New Hampshire as recommended.

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3. Additional Special Allowance Offers – Spirits – August 2024 – Southern Glazer’s Wine and Spirits
Approved the recommended Additional Special Allowance Offers – Spirits from Southern Glazer’s Wine and Spirits August 2024 as recommended.
4. Special Allowance Offers – Spirits – August 2024:
Approved the recommended Special Allowance Offers – Spirits – August 2024 as follows:
 - a) Martignetti Companies of NNE as recommended.
 - b) Pine State Trading as recommended.
 - c) RNDC New Hampshire as recommended.
 - d) Southern Glazer’s Wine and Spirits as recommended.
 - e) Stone Fence Beverage as recommended.
 - f) MS Walker as recommended.
5. Special Allowance Offers & Closeout Offers – Spirits – August 2024:
Approved the recommended Special Allowance Offers & Closeout Offers – Spirits – August 2024 as follows:
 - a) Bay State Wine and Spirits as recommended.
 - b) Ruby Wines New Hampshire as recommended.
6. Additional Special Allowance Offers – Spirits – September 2024 – Southern Glazer’s Wine and Spirits
Approved Special Allowance Offers – Spirits – September 2024 – Southern Glazer’s Wine and Spirits as recommended.
7. Special Allowance Offers – Spirits – September 2024:
Approved the Special Allowance Offers – Spirits – September 2024 as follows:
 - a) Bay State Wine and Spirits as recommended.
 - b) Martignetti Companies of NNE as recommended.
 - c) Pine State Trading as recommended.
 - d) RNDC New Hampshire as recommended.
 - e) Southern Glazer’s Wine and Spirits as recommended.
 - f) MS Walker as recommended.
8. Spirits Test Market Results for Week Ending 07/21/2024
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:
#3888 Elvis Midnight Snack Peanut Butter Banana 750mL - \$29.99 (Ruby Wines New Hampshire Inc.)
Specialty: None at this time
Limited: None at this time
Delist:
#2502 Limavady Single Barrel Irish Whiskey 750mL - \$49.99 (Southern Glazer’s Wine and Spirits)
#2544 Kingsbarns Balcomie Single Malt 750mL - \$49.99 (RNDC New Hampshire)
#8292 Casa Dragonos Reposado 750mL \$169.99 (Southern Glazer’s Wine and Spirits)
#8397 The Reverend Dan Call Sour Mash 750mL \$35.99 (Southern Glazer’s Wine and Spirits)

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9. REVISED Test Market Requests – July 2024:

- a) 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 #061254 Gran Coramino Reposado Tequila 750mL/6pk for Test Market Listing as recommended. **(Please note correction – This request was approved at the July 18, 2024 Commission meeting with the wrong code listed.)**
- b) 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. **(Please note correction – This request was approved at the July 18, 2024 Commission meeting with the wrong Retail and Sale price listed.)**

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 10:48 a.m. the meeting was adjourned.

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