

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 1, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Gregory Featherston, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD July 25, 2024.

Chairman Mollica made a motion to accept the minutes from the July 25, 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 strong week for both inbound and outbound volumes with 111,056 inbound cases and 111,525 outbound cases. Inventory reached 858,835 cases and all KPIs were met.

IV) MARKETING AND SALES REPORT

1) James Richards, Store Operations Administrator, 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 the outlets are busy. We continue to make progress at the new Keene/Swanzey outlet with an expected September opening.

3) Merchandising Report

A) Wine

1. One Time Buy Request – RNDC New Hampshire – Castello Banfi Brunello di Montalcino/Rosso di Montalcino 2-PK and Castello Banfi Rosa Regale Sparkling Red

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 1, 2024 Meeting

Approved the recommended One Time Buy Request from RNDC New Hampshire as recommended.

2. One Time Purchase for our Power Buy Program – Misc Brokers
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
3. November 2024 Monthly Retail Promotion
Approved the recommended November 2024 Monthly Retail Promotion as recommended.
4. Recommended Allocated Wines for Distribution to Selected Stores – 08/01/2024
Approved the Recommended Allocated Wines for Distribution to Selected Stores 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. Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

Tasting Events

1. In-Store Bottle Signing and Tasting with RNDC and Lynyrd Skynyrd – August 2024
Approved the recommended In-Store Bottle Signing and Tasting with RNDC and Lynyrd Skynyrd 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. Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

Spirits

1. Close Out Special Allowance Offers – Spirits – August 2024:
Approved the recommended August 2024 Close Out Special Allowance Offers – Spirits as follows:
 - a) RNDC New Hampshire as recommended.
 - b) MS Walker as recommended.
2. Limited Time Offer Request – July 2024 – Southern Glazer’s Wine and Spirits – Diageo – Johnnie Walker Blue
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 24 cases of #007506 Johnnie Walker Blue 200mL/24pk as a Limited Time Offer as recommended.
3. Line Extension Requests – July 2024:
 - a) RNDC New Hampshire – Luxardo Cherries 1L
Approved the recommended request from RNDC New Hampshire on behalf of Hotaling & Co. and Republic National Distributing Co. #061236 Luxardo Cherries 1L as recommended.
 - b) Southern Glazer’s Wine and Spirits – Ron Zacapa 23-year Rum 50mL
Approved the not recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo for #TBD Ron Zacapa 23-year Rum 50mL as recommended.
 - c) Southern Glazer’s Wine and Spirits – Teremana Blanco 1.75L and Teremana Reposado 1.75L
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 1, 2024 Meeting

of Mast-Jagermeister to offer #060051 Teremana Blanco 1.75L and #060052 Teremana Reposado 1.75L approved as recommended.

4. One Time Buy Requests – July 2024:

- a) Martignetti Companies of NNE – Elite Edition Cooperstown Select Strain Bourbon Whiskey

Approved the recommended request from Martignetti Companies of NNE on behalf of Cooperstown Distillery to purchase 20 cases of #061161 Elite Edition Cooperstown Select Straight Bourbon Whiskey 750mL/6pk as a One Time Buy Request as recommended.

- b) Martignetti Companies of NNE – Hall of Champions Golf Club Bourbon Whiskey

Approved the recommended request from Martignetti Companies of NNE on behalf of Cooperstown Distillery to purchase 20 cases of #061162 Hall of Champions Golf Club Bourbon Whiskey 750mL/6pk as a One Time Buy Request as recommended.

- c) RNDC New Hampshire – Lux Row Four Grain Double Barrel

Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc. to purchase 70 cases of #008290 Lux Row Four Grain Double Barrel 750mL/6pk as a One Time Buy Request as recommended.

- d) RNDC New Hampshire – Penelope Toasted Series Barrel #21A and Penelope Architect Series Barrel #19

Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc. to purchase 22 cases of #061154 Penelope Toasted Series Barrel #21A 750mL/6pk and 22 cases of #061153 Penelope Architect Series Barrel #19 750mL/6pk as a One Time Buy Request as recommended.

- e) RNDC New Hampshire – Remus Babe Ruth Reserve

Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc. to purchase 48 cases of #061240 Remus Babe Ruth Reserve 750mL/3pk as a One Time Buy Request as recommended.

- f) RNDC New Hampshire – Yellowstone Limited Edition 2024

Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc. to purchase 125 cases of #061242 Yellowstone Limited Edition 2024 750mL/3pk as a One Time Buy Request as recommended.

- g) Southern Glazer's Wine and Spirits – Grey Goose Original Night Vision

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Bacardi Brands to purchase 246 cases of #061124 Grey Goose Original Night Vision 1.75L/6pk as a One Time Buy Request as recommended.

- h) Southern Glazer's Wine and Spirits – WhistlePig PiggyBack Rye F1 Stake Team Edition

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to purchase 84 cases of #061125 WhistlePig PiggyBack Rye F1 Stake Team Edition 750mL/6pk as a One Time Buy Request as recommended.

5. Spirits Test Market Results for Week Ending 07/28/2024

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:

#8037 Blue Chair Bay Mocha Rum Cream 750mL - \$20.99 (MS Walker)

#8646 Alto Strawberry Margarita 750mL - \$16.99 (Southern Glazers Wine and Spirits)

#60343 Casamigas Jalapeno Tequila 750mL - \$53.99 (Southern Glazers Wine and Spirits)

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 1, 2024 Meeting

Specialty:

#8380 Davidoff VSOP 750mL - \$49.99 (Pine State Beverage)

#8410 Hand Barrel Double Oak Black 750mL - \$84.99 (Baystate Wine & Spirits)

Limited:

None at this time

Delist:

#8354 The Black Dog 3 Yr Rum 750mL - \$24.99 (PSP Wines of New Hampshire)

#8355 The Black Dog 7 Yr Rum 750mL - \$29.99 (PSP Wines of New Hampshire)

#8377 Tequila Clementina Reposado 750mL - \$54.99 (Pine State Beverage)

6. Test Market Requests – July 2024:

- a) Martignetti Companies of NNE – Balvenie 16 Year French Oak
Approved the recommended request from Martignetti Companies of NNE to offer #007603 Balvenie 16 Year French Oak 750mL/6 pk for Test Market Listing as recommended.
- b) Martignetti Companies of NNE – Belle de Brillet Liqueur
Approved the recommended request from Martignetti Companies of NNE to offer #061132 Belle de Brillet Liqueur 700mL/6pk for Test Market Listing as recommended.
- c) Martignetti Companies of NNE – Buzzbox Long Island & Buzzbox Tequila Paloma
Approved the not recommended request from Martignetti Companies of NNE to offer #TBD Buzzbox Long Island 250mL/6pk and #TBD Buzzbox Tequila Paloma 250mL/4/6pk for Test Market Listing as recommended.
- d) Martignetti Companies of NNE – Martini Mates Passionfruit Martini
Approved the not recommended request from Martignetti Companies of NNE to offer #TBD Martini Mates Passionfruit Martini 200mL/4pk for Test Market Listing as recommended.
- e) Martignetti Companies of NNE – Mount Gay Eclipse Navy Strength Rum
Approved the recommended request from Martignetti Companies of NNE to offer #061131 Mount Gay Eclipse Navy Strength Rum 700mL/12pk for Test Market Listing as recommended.
- f) Martignetti Companies of NNE – Silent Pool Gin
Approved the recommended request from Martignetti Companies of NNE to offer #061128 Silent Pool Gin 750mL/6pk for Test Market Listing as recommended.
- g) Tamworth Distilling – Siege of Wolves Rum
Approved the recommended request from Tamworth Distilling to offer #008866 Siege of Wolves Rum 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

NEW HAMPSHIRE LIQUOR COMMISSION
Minutes of August 1, 2024 Meeting

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