

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of August 8, 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; Roger Payne, DHL.

Excused:

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 1, 2024.

Chairman Mollica made a motion to accept the minutes from the August 1, 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. Patrick Kerns presented the KPI report. Mr. Featherston reported only 86,066 inbound cases. DHL is pushing to get more product in and hopes to see that number grow. There were 114,924 outbound cases, which was the highest outbound week of the year. Inventory was 830,433 cases; this number is low for August and the lowest Mr. Kerns has seen it. DHL has been providing customer service coordination to get all orders out. All KPIs were met.

Chairman Mollica thanked DHL for their assistance sorting out some recent challenges.

### IV) MARKETING AND SALES REPORT

#### 1) As a follow up to Mr. Kerns' report regarding the low number of inbound cases and overall low inventory, Director Mark Roy reported that an email was sent to all broker partners yesterday. The email stressed the importance of increasing inbound deliveries and implored brokers to get product into the warehouse.

Administrative Notices were not issued this week. Director Roy reported they would be making changes to the process and would begin using updated forms to better track out-of-stock items, going forward.

#### 2) Store Operations Update

James Richards, Store Operations Administrator, reported that work continues to progress on the interior construction at the new Keene/Swanzey outlet. We're working toward a September opening.

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### 3) Merchandising Report

#### A) Wine

1. Off-Premise Special Discount – Exclusive Grocery Price Busters October 2024  
TABLED the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters October 2024, for additional work, 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. In-Store Bottle Signing and Tasting with SGWS and Ty Law – September 2024  
Approved the recommended In-Store Bottle Signing and Tasting with SGWS and Ty Law – September 2024 as recommended.
2. In-Store Tasting – Ruby Wines with Master Wines – September 2024  
Approved the recommended In-Store Tasting – Ruby Wines with Master Wines – September 2024 as recommended.
3. 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.
4. 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 Martignetti Companies of NNE as recommended.
5. October 2024 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended October 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. August 2024 Spirit Warehouse Only List  
Approved the recommended August 2024 Spirit Warehouse Only List (7 Primary Source, 7 Imported, and 0 Exclusive Agent) as recommended.
2. Limited Time Offer Request – August 2024 – Martignetti Companies of NNE – Boston Harbor Distillery – Lawley’s Strawberry Gin  
Approved the not recommended request from Martignetti Companies of NNE on behalf of Boston Harbor Distillery to purchase 20 cases of #TBD Lawley’s Strawberry Gin 750mL/6pk as a Limited Time Offer Request as recommended.
3. Line Extension Request – August 2024 – Southern Glazer’s Wine and Spirits – Campari America – Courvoisier VSOP Cognac 375mL  
Rejected the not recommended request from Southern Glazer’s Wine and Spirits on behalf of Campari America for #004690 Courvoisier VSOP Cognac 375mL/12pk because the item met the requirements and there has been a significant amount of time since the item was last in the

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program. As a result, this Line Extension Request was approved as requested from Southern Glazer's Wine and Spirits.

### 4. One Time Buy Requests – August 2024:

#### a) 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. Please note this is a 750mL/3pk.

#### b) Ruby Wines New Hampshire – Hyde Irish Whiskey No.8 Heritage Cask and Hyde Irish Whiskey No.3 The Aras Cask

Approved the recommended request from Ruby Wines New Hampshire on behalf of Stoller Imports to purchase 308 cases of #061298 Hyde Irish Whiskey No.8 Heritage Cask 750mL/6pk and 209 cases of #061299 Hyde Irish Whiskey No.3 The Aras Cask 750mL/6pk as a One Time Buy Request as recommended.

#### c) Ruby Wines New Hampshire – Hyde Irish Whiskey Special Reserve Gift Set

Approved the recommended request from Ruby Wines New Hampshire on behalf of Stoller Imports to purchase 52 cases of #061297 Hyde Irish Whiskey Special Reserve Gift Set 50mL/3/6 as a One Time Buy Request as recommended.

#### d) Southern Glazer's Wine and Spirits – Little Book Chapter 8

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 49 cases of #061380 Little Book Chapter 8 750mL/6pk as a One Time Buy Request as recommended.

#### e) Southern Glazer's Wine and Spirits – Maker's Mark Wood Finishing Series 2024

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 74 cases of #061382 Maker's Mark Wood Finishing Series 2024 750mL/6pk as a One Time Buy Request as recommended.

#### f) MS Walker – Barr Hill Tom Cat Barrel Aged Gin

Approved the recommended request from MS Walker on behalf of Caledonia Spirits to purchase 57 cases of #007511 Barr Hill Tom Cat Barrel Aged Gin 375mL/12pk as a One Time Buy Request as recommended.

### 5. Spirits Test Market Results for Week Ending 08/04/2024

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:**

#6704 Peerless Small Batch Barrel Proof Bourbon 750mL - \$79.99 (RNDC New Hampshire)

#8759 Holladay Soft Red Wheat 6Yr BIB 750mL - \$67.99 (RNDC New Hampshire)

#### **Specialty:**

None at this time

#### **Limited:**

None at this time

#### **Delist:**

#4207 Mr. Boston Triple Sec 1L - \$2.79 (Southern Glazer's Wine and Spirits)

### 6. REVISED Test Market Requests – July 2024

#### a) Martignetti Companies of NNE – Belle De Brillet Liqueur

Approved the recommended REVISED request from Martignetti Companies of NNE to offer #061132 Belle de Brillet Liqueur 700mL/6pk, with a correction to the pricing, for Test Market Listing as recommended.

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- b) Martignetti Companies of NNE – Mount Gay Eclipse Navy Strength Rum  
Approved the recommended REVISED request from Martignetti Companies of NNE to offer #061131 Mount Gay Eclipse Navy Strength Rum 700mL/12pk, with a correction to the pricing, for Test Market Listing as recommended.
- 7. Test Market Requests – August 2024:
  - a) Copper Cannon Distillery – Fort No. 1 Wheated Bourbon  
Approved the recommended request from Copper Cannon Distillery to offer #061276 Fort No.1 Wheated Bourbon 375mL/12pk for Test Market Listing as recommended.
  - b) Martignetti Companies of NNE – Lido Limone  
Approved the not recommended request from Martignetti Companies of NNE to offer #TBD Lido Limone 250mL/4pk for Test Market Listing as recommended.
  - c) RNDC New Hampshire – Rebel 100 6YR Straight Bourbon Whiskey  
Approved the recommended request from RNDC New Hampshire to offer #061155 Rebel 100 6Yr Straight Bourbon Whiskey 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

### VII) PUBLIC COMMENT

No Public Comments

In closing the meeting, and relating to the issue of low inventory, Chairman Mollica acknowledged that the Commission supports the efforts of Director Roy and DHL to keep inventory levels where they should be. Chairman Mollica further stated that we are not in the business of disappointing our customers because we do not have product on the shelves, either because suppliers and brokers can't give us enough product or, because of cost, they refuse to. Chairman Mollica acknowledge that it is the voice of the Commission that we will do everything in our power, through rule and statute, to ensure we have ample inventory in the warehouse and our shelves are stocked. We appreciate our DHL partners working with us on these efforts.

At 10:47 a.m. the meeting was adjourned.

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