

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 15, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 8, 2024.

Chairman Mollica accepted the minutes from the August 8, 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. Mr. Wilson reported 120,617 inbound cases, which was up 34,000 cases from last week, and 116,144 outbound cases. On hand inventory reached 835,962 cases.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported on the Administrative Notices. The new format adds columns for ETA/Comments and Date Notifications.

For Information Only:

A) Administrative Notice of Non-Compliance to Liq 401.03

1. New Administrative Notices

Acknowledged the new Administrative Notices.

2) Store Operations Update

There was no Store Operations update this week as James Richards, Store Operations Administrator, was excused from this week's meeting.

3) Merchandising Report

A) Wine

1. TABLED Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2024
Removed the memo from the TABLE and approved the recommended and not recommended TABLED Off-Premise Special Discount-Exclusive Grocery Price Busters October 2024 as recommended.

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2. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – September 2024
Approved the REVISED recommended and not recommended Off-Premise Special Discount- Exclusive Grocery Price Busters September 2024 as recommended.
3. “Chloe Cares” – For Breast Cancer Awareness – September 2024 – Southern Glazer’s Wine and Spirits
Approved the recommended “Chloe Cares” – For Breast Cancer Awareness – September 2024 – Southern Glazer’s Wine and Spirits as recommended.
4. Duboeuf Beaujolais Nouveau – Martignetti Companies of NNE
Approved the purchase of 448 cases of NH Code #16380 Duboeuf Beaujolais Nouveau 2024 750ml/12pk as recommended.
5. One Time Buy Request - Cockburn’s Special Reserve VAP - Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 40 cases of #24464 Cockburn’s Special Reserve VAP 750mL/4pk as a One Time Buy Request as recommended.
6. One Time Buy Request – Substance Red Blend – Ruby Wines New Hampshire
Approved the not recommended request from Ruby Wines New Hampshire to purchase 448 cases of #60053 Substance Red Blend 750mL/12 pk as a One Time Buy Request as recommended.
7. 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.
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 08/15/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 8/15/24 as recommended.
9. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status – Miscellaneous Brokers as recommended.
10. REVISED E-mail Coupons – September 2024
Approved the recommended REVISED E-mail Coupons for September 2024 submitted by RNDC as recommended.
11. Roll Out Results for February 2024 – March 2024 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for February 2024 – March 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
12. Roll Out Results for March 2024 – April 2024 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for March 2024 – April 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
13. Roll Out Results for April 2024 – May 2024 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for April 2024 – May 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
14. Roll Out Results for May 2024 – June 2024 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for May 2024 – June 2024 – EXPAND DISTRIBUTION from miscellaneous broker as recommended.
15. Roll Out Results for June 2024 – July 2024 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for June 2024 – July 2024 – EXPAND DISTRIBUTION from RNDC as recommended.

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16. Roll Out Results for February 2024 – March 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results for February 2024 – March 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
17. Roll Out Results for March 2024 – April 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results for March 2024 – April 2024 – REMOVE FROM RETAIL from Pine State as recommended.
18. Roll Out Results for April 2024 – May 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results for April 2024 – May 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
19. Roll Out Results for May 2024 – June 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results for May 2024 – June 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
20. Roll Out Results for June 2024 – July 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results for June 2024 – July 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
21. Special Purchase Request Spritz del Conte Classico, NV – RNDC New Hampshire
Approved the not recommended Special Purchase Request Spritz del Conte Classico, NV – RNDC New Hampshire as recommended.
22. Test Market Results for January 2024 – April 2024 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for January 2024 – April 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
23. Test Market Results for February 2024 – May 2024 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for February 2024 – May 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
24. Test Market Results for March 2024 – June 2024 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for March 2024 – June 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
25. Test Market Results for April 2024 – July 2024 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for April 2024 – July 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
26. Test Results – January 2024 – April 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results – January 2024 – April 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
27. Test Results – February 2024 – May 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results – February 2024 – May 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
28. Test Results – March 2024 – June 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results – March 2024 – June 2024 – REMOVE FROM RETAIL from Martignetti as recommended.
29. Test Results – April 2024 – July 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results – April 2024 – July 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
30. Wine Multi Bottle Promotion – September 2024
Approved the recommended Wine Multi Bottle Promotion – September 2024 from miscellaneous brokers as recommended.

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31. Wine Outlet Price Busters – September 2024

Approved the recommended and not recommended Wine Outlet Price Busters – September 2024 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 – Martignetti with Manchester Distillery – September 2024

Approved the recommended In-Store Tasting – Martignetti with Manchester Distillery – September 2024 from Martignetti as recommended.

2. In-Store Tasting – RNDC with Herradura Tequila – September 2024

Approved the recommended In-Store Tasting – RNDC with Herradura Tequila – September 2024 from RNDC 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, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

C) Spirits

1. Recommendation for Spirits Store Cluster Update Effective 10/01/2024

Approved the Recommendation for Spirits Store Cluster Update Effective 10/01/2024 as recommended.

2. Limited Time Offer Request for Smirnoff Red White and Berry – Diageo – Southern Glazer’s Wine and Spirits – August 2024

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 160 cases of #001492 Smirnoff Red White and Berry 1.75L/6pk as a Limited Time Offer as recommended.

3. One Time Buy Requests – July & August 2024

a) Pine State Beverage – Blue Run KS Bourbon Whiskey Trifecta Blend

Approved the recommended request from Pine State Beverage on behalf of Molson Coors to purchase 15 cases of #061381 Blue Run KS Bourbon Whiskey Trifecta Blend 750mL/12pk as a One Time Buy Request as recommended.

b) RNDC New Hampshire – Sugarland’s Birthday Cake Sippin’ Cream

Approved the recommended request from RNDC on behalf of Sugarland’s Distilling Company to purchase 140 cases of #061387 Sugarland’s Birthday Cake Sippin Cream 50mL/48 as a One Time Buy Request as recommended.

c) Southern Glazer’s Wine and Spirits – Corvus Original Vodka and Corvus Tropical Vodka

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Park Street Imports to purchase 50 cases of #001592 Corvus Original Vodka 750mL/6pk and 50 cases of #001542 Corvus Tropical Vodka 750mL/6pk as a Limited Time Offer Request as recommended.

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4. Close Out Special Allowance Offers – Spirits - October 2024:
Approved the recommended October 2024 Close Out Special Allowance Offers – Spirits as follows:
 - a) Bay State Wine and Spirits as recommended.
 - b) Ruby Wines New Hampshire as recommended.
 - c) MS Walker as recommended.
5. Special Allowance Offers – Spirits - October 2024:
Approved the recommended October 2024 Special Allowance Offers – Spirits as follows:
 - a) Martignetti Companies of NNE as recommended
 - b) Pine State Trading as recommended.
 - c) RNDC New Hampshire as recommended.
 - d) Ruby Wines New Hampshire as recommended.
 - e) Southern Glazer’s Wine and Spirits as recommended.
 - f) Stone Fence Beverage as recommended.
 - g) MS Walker as recommended.
6. Spirits Test Market Results for Week Ending 08/11/2024
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:
#060412 Don Julio 1942 50mL – \$14.99 (Southern Glazer’s Wine and Spirits)
Specialty:
#008334 Big House Bourbon 750mL - \$19.99 (Southern Glazer’s Wine and Spirits)
Limited:
None at this time.
Delist:
#008449 Dinastia REAL Reposado Tequila 750mL - \$64.99 (Bay State Wine and Spirits)
7. Test Market Requests – August 2024:
 - a) Pine State Beverage - Blue Run KS High Rye Bourbon Whiskey and Blue Run KS Whiskey Reflection II
Approved the recommended request from Pine State Beverage to offer #061378 Blue Run KS High Rye Bourbon Whiskey 750mL/6pk and #061375 Blue Run KS Whiskey Reflection II 750mL/6pk for Test Market Listing as recommended.
 - b) RNDC New Hampshire – Sugarland’s Birthday Cake Sippin’ Cream
Approved the recommended request from RNDC New Hampshire on behalf of Sugarland’s Distilling Company to offer #061386 Sugarland’s Birthday Cake Sippin’ Cream 750mL/6pk for Test Market Listing as recommended.

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

V) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

VI) LATE ITEMS

No Late Items

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VII) PUBLIC COMMENT
No Public Comments

At 10:50 a.m. the meeting was adjourned.

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