

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of August 22, 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; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL.

Excused: Mike Derderian, Spirits Marketing Specialist

Public: No public in attendance

Attended for certificate presentation: Susan Lessard, Deputy Chief Danielle Ellston, Lindsey Hauser, Investigator Jacob Hardwick, Sergeant Glen Bullock, Lieutenant Matthew Culver, Stephen Reardon, Laura Black, and Audrey Enderson.

### I) PLEDGE OF ALLEGIANCE

#### Presentation of Employee Certificate:

Directors Mark Armaganian and Mark Roy presented Susan Lessard with a pin and certificates in honor of her 40 years of state service with the New Hampshire Liquor Commission. Ms. Lessard began her career as a clerk in our stores. She then worked her way up to the Resident Wine Expert at the Wine Specialty Store in Nashua, before transferring to stores in Manchester and Hooksett. When she transitioned to headquarters, she took on the role of training specialist for store employees and licensees and worked on public outreach projects.

During her time at headquarters, Ms. Lessard has been part of the growth and restructure of the Enforcement Division. This past spring, Ms. Lessard stepped in to provide call center assistance, during the NextGen transition. She is now based in the Marketing Department and is an important part of the customer service team and Marketing team.

Directors Armaganian and Roy thanked Ms. Lessard for her dedication to the State of New Hampshire and the Liquor Commission. Deputy Commissioner Brassard Jordan and Chairman Mollica also thanked Ms. Lessard for all she has done for the Commission and recognized her great career.

Chairman Mollica thanked the Directors for taking time to recognize staff member achievements.

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 15, 2024.

Chairman Mollica accepted the minutes from the August 15, 2024 Commission Meeting.

### III) ADMINISTRATION

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

Ryan Willson forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson reported 123,494 inbound cases and 115,422 outbound cases. Inventory on Hand reached 844,305 cases. All KPIs were met, and the site continues to run smoothly.

### 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 things are going well in the outlets. The August promotional sale has been very popular with customers. Approximately 100,000 promo cards have been given out as part of the sale promotion, which runs through September 2nd. Interior work continues at the new Keene/Swanzey outlet. We are working towards a late September/early October opening.

#### 3) Merchandising Report

##### A) Wine

###### 1. Additional Special Allowance Offers – September 2024 – Wine:

Approved the recommended September 2024 Additional Special Allowance Offers – Wine as follows:

a) Pine State Beverage as recommended.

b) RNDC New Hampshire as recommended.

###### 2. Email Coupons – October 2024

Approved the recommended Email Coupons for October 2024 submitted by various brokers as recommended.

###### 3. REVISED On-Premise Special Discount – MS Walker and Southern Glazer's Wine and Spirits – September 2024

Approved the recommended REVISED On-Premise Special Discount – MS Walker and Southern Glazer's Wine and Spirits – September 2024 as recommended.

###### 4. On-Premise Special Discount – October 2024

Approved the recommended On-Premise Special Discount – October 2024 from miscellaneous brokers as recommended.

###### 5. REVISED NH Off-Premise Special Discount – Price Busters September & October 2024

Approved the recommended and not recommended REVISED NH Off-Premise Special Discount – Price Busters September & October 2024 from RNDC New Hampshire as recommended.

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6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 08/22/2024  
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 08/22/2024 as recommended.
7. Recommended Bordeaux Allocation – Ruby Wines New Hampshire  
Approved the Recommended Bordeaux Allocation – Ruby Wines New Hampshire as recommended.
8. Request for Wine Specialty Status – Misc Brokers  
Approved the recommended and not recommended Request for Wine Specialty Status – Misc Brokers as recommended.
9. REVISED Roll Out Request – Multiple Brokers – September 2024  
Approved the recommended REVISED Roll Out Request – Multiple Brokers – September 2024 as recommended.
10. REVISED Roll Out Request – RNDC New Hampshire – September 2024  
Approved the recommended REVISED Roll Out Request – RNDC New Hampshire – September 2024 as recommended.
11. Roll Out Requests – Multiple Brokers – October 2024  
Approved the recommended Roll Out Requests – Multiple Brokers – October 2024 As recommended.
12. Test Market Requests – Multiple Brokers – October 2024  
Approved the recommended and not recommended Test Market Requests from miscellaneous brokers for October 2024 as recommended.
13. December 2024 Monthly Promotional Sale  
Approved the recommended December 2024 Monthly Promotional Sale 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. 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.
2. 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.
3. 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 Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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### C) Spirits

#### 1. Limited Time Offer Requests – August 2024:

##### a) RNDC New Hampshire – Bak’s Bison Grass Vodka

Approved the recommended request from RNDC New Hampshire on behalf of Adama Imports to purchase 50 cases of #002799 Bak’s Bison Grass Vodka 750mL/6pk as a Limited Time Offer Request as recommended.

##### b) RNDC New Hampshire – Jack Daniel’s Coca-Cola Cherry

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corporation to purchase 240 cases #061470 Jack Daniel’s Coca-Cola Cherry 355mL/4pk as a Limited Time Offer Request as recommended. Please note the size correction to 355mL/4/6pk.

##### c) RNDC New Hampshire – Koval Rye BIB, Koval Bourbon BIB, and Koval Rye Aburana Finish

Approved the recommended request from RNDC New Hampshire on behalf of Koval Distillery to purchase 22 cases of #061402 Koval Rye BIB 750mL/6pk and 22 cases of #061401 Koval Bourbon BIB 750mL/6pk and 45 cases of #061400 Koval Rye Aburana Finish 750mL/6pk as a Limited Time Offer Request as recommended.

##### d) Southern Glazer’s Wine and Spirits – Ardbeg 17YR

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy to purchase 12 cases of #061520 Ardbeg 17YR 750mL/6pk as a Limited Time Offer Request as recommended.

##### e) Southern Glazer’s Wine and Spirits – Hennessy Richard

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy for the purchase of 3 cases of #061521 Hennessy Richard 700mL/1pk as a Limited Time Offer Request as recommended. Please note the retail price was corrected to \$6,999.99.

#### 2. Line Extension Request – August 2024 – Espolon Reposado – Campari America – Southern Glazer’s Wine and Spirits

Approved the recommended Line Extension Request from Southern Glazer’s Wine and Spirits on behalf of Campari America for #061517 Espolon Reposado 375mL/12pk as recommended.

#### 3. One Time Buy Requests – July & August 2024:

##### a) Southern Glazer’s Wine and Spirits – Hornitos Cucumber Habanero Tequila and Hornitos Vanilla Honey Tequila

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Beam Suntory to purchase 30 cases of #061512 Hornitos Cucumber Habanero Tequila 750mL/12pk and 30 cases of #061515 Hornitos Vanilla Honey Tequila 750mL/12pk as a One Time Buy Request for July & August 2024 as recommended.

##### b) Stone Fence Beverage – Found North Batch 009

Approved the recommended request from Stone Fence Beverage on behalf of supplier Found North to purchase 25 cases of #061596 Found North Batch 009 750mL/6pk as a One Time Buy Request for July & August 2024 as recommended.

#### 4. Spirits Test Market Results for Week Ending 08/18/2024

Approved the following product 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.

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**Grant Full Distribution:**

#008797 Cutwater Espresso Martini RTD 355mL/4 - \$14.99 (RNDC New Hampshire)

**Specialty:**

None at this time.

**Limited:**

None at this time.

**Delist:**

#008492 Middle West Michelone Reserve 750mL - \$44.99 (Stone Fence Beverage)

#008502 Lobos 1707 Joven Tequila 750mL - \$39.99 (Southern Glazer's Wine and Spirits)

5. Test Market Request – August 2024 – Glenmorangie 12 YO Original – Moet Hennessy – Southern Glazer's Wine and Spirits

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Moet Hennessy to offer #061518 Glenmorangie 12 YO Original 1.75L/4pk 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 Director Roy. 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 10:55 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners