

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 29, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL; Jon Holland, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 22, 2024.

Chairman Mollica made a motion to accept the minutes from the August 22, 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

Ryan Wilson forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson introduced Jon Holland. Mr. Holland will be covering for Greg Featherston for the next six months. Mr. Wilson will attend the Commission meetings regularly, and Mr. Holland will attend on occasion.

Mr. Wilson reported 125,261 inbound cases and 111,397 outbound cases. Total inventory reached 858,145 cases. All KPIs were met, and the site is well-staffed and prepared for a strong Labor Day weekend.

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 outlets will be open regular hours for the holiday weekend. The bonus card promotion runs through Monday. Construction at the new

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Keene/Swanzey outlet continues. The outlet is looking great. We are planning on an October 1st opening.

3) Merchandising Report

A) Wine

1. August 2024 Primary Source Recommendations
Approved the recommended August 2024 Primary Source Recommendations (65 Primary, 99 Imported, 34 Exclusive Agent, and 0 Dual Distribution) as recommended.
2. October, November, and December 2024 – NH Winery Display Rack Program
Approved the recommended October, November, and December 2024 – NH Winery Display Rack Program as recommended.
3. One-Time Buy Request – Gruet Blanc de Noirs – Ruby Wines NH
Approved the recommended request from Ruby Wines NH to purchase 23 cases of #11088 Gruet Blanc de Noirs 375mL/12pk as a One-Time Buy Request as recommended.
4. 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.
5. Recommended Allocated Wines for Distribution to Selected Stores 08/29/2024
Approved the Recommended Allocated Wines for Distribution to Selected Stores – 08/29/2024 as recommended.
6. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status – Miscellaneous Brokers as recommended.
7. REVISED September 2024 Special Allowance Offers – Wine – Martignetti Companies of NNE
Approved the not recommended REVISED September 2024 Special Allowance Offers – Wine – Martignetti Companies of NNE as recommended.
8. REVISED Test Results – February 2024 – May 2024 – REMOVE FROM RETAIL
Approved the REVISED Test Results – February 2024 – May 2024 – REMOVE FROM RETAIL as recommended.
9. Special Allowance Offers – October 2024 – Wine:
Approved the recommended October 2024 Special Allowance Offers Wine as follows:
 - a) Martignetti Companies of NNE as recommended.
 - 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.
10. Wine Outlet Price Busters – October 2024
Approved the recommended and not recommended Wine Outlet Price Busters – October 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

No items this week

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C) Spirits

1. August 2024 Spirit Warehouse Only List
Approved the recommended August 2024 Spirit Warehouse Only List (10 Primary, 9 Imported, and 0 Exclusive Agent) as recommended.
2. Spirits Test Market Results for Week Ending 08/25/2024
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:
#008648 Fishers Island Lemonade Spiked Tea 355mL – \$18.99 (Pine State Beverage)
#060410 Skrewball Peanut Butter Whiskey 1.75mL – \$49.99 (Southern Glazers Wine and Spirits)
Specialty: None at this time
Limited: None at this time
Delist:
#008511 Alma Tepec Pasilla Mixe Liqueur 750mL – \$34.99 (Southern Glazers Wine and Spirits)

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 10:41 a.m. the meeting was adjourned.

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