

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 5, 2024 Meeting

Meeting commenced at 10:37 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; Lieutenant Matthew Culver, Enforcement; Ryan Wilson, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 29, 2024.

Chairman Mollica made a motion to accept the minutes from the August 29, 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 reported 111,604 inbound cases and 118,984 outbound cases. Inventory reached 850,634 cases. Everything was picked and ready to ship on time in the warehouse. Everything was delivered as scheduled in transportation. All KPIs were met.

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 our outlets. We continue to work on the interior of the new Keene/Swanzey outlet. We officially took over the building (locks, alarms, cameras) and will concentrate on stocking the shelves the next few weeks. The contractor is working in the event center.

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Ryan Wilson, with DHL, confirmed that all the wine has been delivered to the new outlet, and they are working on spirits.

3) Merchandising Report

A) Wine

1. September 2024 Cost Change Approval List
Approved the recommended September 2024 Cost Change Approval List
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. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/05/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/05/2024 as recommended.
4. Vendor Request Closeout Pricing with Additional Purchase – Pine State Beverage
Approved the recommended & not recommended Vendor Request Closeout Pricing with Additional Purchase – Pine State Beverage as recommended.
5. Vendor Request Closeout Pricing with Additional Pricing – Uncorked LLC
Approved the recommended Vendor Request Closeout Pricing with Additional Pricing – Uncorked LLC as recommended.
6. Wine Multi Bottle Promotion – October 2024
Approved the Wine Multi Bottle Promotion – 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

1. 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.
2. 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.
3. November 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended November 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. Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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C) Spirits

1. Spirits Test Market Results for Week Ending 09/01/2024

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:

#3022 Hudson Cocktail Lemon Drop 375mL - \$9.99 (Stone Fence Beverage)

#5066 Aperol Liqueur 1L - \$32.99 (Southern Glazers Wine and Spirits)

#8234 Jefferson's Tropics Bourbon 750mL - \$99.99 (Southern Glazers Wine and Spirits)

#8538 Tullamore Dew Honey 750mL - \$30.99 (Martignetti Companies of NNE)

#8547 Jose Cuervo Light Margarita 200mL- \$14.99 (Southern Glazers Wine and Spirits)

Specialty:

None at this time

Limited:

None at this time

Delist:

None at this time

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

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