

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 12, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; 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: Deputy Commissioner Nicole Brassard Jordan; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD September 5, 2024.

Chairman Mollica accepted the minutes from the September 5, 2024 Commission Meeting, as Deputy Commissioner Brassard Jordan was at a NABCA 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 106,582 inbound cases and 109,425 outbound cases. Inventory reached 847,405 cases. Volumes were in line with September volumes. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, thanked our DHL partners for helping us stock product at the new Keene/Swanzey outlet. Director Roy also reported on the Administrative Notices.

Chairman Mollica acknowledged that a letter was sent to brokers this week stressing the importance of keeping a 30-day supply in the warehouse. Further discussion will take place when the Deputy Commissioner returns from the NABCA meeting next week.

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.

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2) Store Operations Update

James Richards, Store Operations Administrator, reported that things continue to go well in our outlets, as well as at the new Keene/Swanzey outlet. An October 1 opening is planned.

3) Merchandising Report

A) Wine

1. One Time Purchase for our Power Buy Program – Martignetti Companies of NNE
Approved the recommended One Time Purchase for our Power Buy Program from Martignetti Companies of NNE as recommended.
2. REVISED NH Winery New Listing – Appolo Vineyards
Approved the recommended request from Appolo Vineyards to purchase 45 cases of #TBD Appolo Vineyards Gluhwein 750mL/12pk as a REVISED One-Time Buy Request as recommended.
3. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2024
Approved the recommended REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2024 as recommended.
4. Vendor Request Closeout Pricing with Additional Purchase – Vinilandia
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase – Vinilandia 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 – RNDC New Hampshire – Wines of Castello Banfi – September 2024
Approved the recommended In-Store Tasting – RNDC New Hampshire – Wines of Castello Banfi – September 2024 as recommended.

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

C) Spirits

1. Limited Time Offer Requests – August & September 2024:
 - a) RNDC New Hampshire – Clonakilty Irish Whiskey 7-Year-Old, Clonakilty Irish Whiskey 18-Year-Old, Clonakilty Irish Whiskey Rum Cask #3155, Clonakilty Irish Whiskey Rum Cask #3156, Clonakilty Irish Whiskey Riversaltes Cask, Clonakilty Irish Whiskey Sherry Cask, Clonakilty Irish Whiskey Sips Grain G5571, and Clonakilty Irish Whiskey Sips Grain G5574
Approved the recommended request from RNDC New Hampshire on behalf of Blue Ridge Spirits to purchase TBD# of cases of #061678 Clonakilty Irish Whiskey 7-Year-Old 750mL/6pk and TBD# of cases of #061679 Clonakilty Irish Whiskey 18-Year-Old 750mL/6pk and TBD# of cases of #061682 Clonakilty Irish Whiskey Rum Cask #3155 750mL/6pk and TBD# of cases of 061683 Clonakilty Irish Whiskey Rum Cask #3156 750mL/6pk and TBD# of cases of #061684 Clonakilty Irish Whiskey Riversaltes 750mL/6pk and TBD# of cases of #061685 Clonakilty Irish Whiskey Sherry Cask 750mL/6pk and TBD# of cases of #061680 Clonakilty Irish Whiskey Sips Grain G5571

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750mL/6pk and TBD# of cases of #061681 Clonakilty Irish Whiskey Sips Grain G5574 750mL/6pk as a Limited Time Offer Request September 2024 as recommended.

- b) RNDC New Hampshire – Fercullen Single Malt 23 Year Sauternes and Fercullen Single Malt 23 Year Ruby Port
Approved the recommended request from RNDC New Hampshire on behalf of Zamora Company to purchase 40 cases of #061676 Fercullen Single Malt 23 Year Sauternes 750mL/6pk and 40 cases of #061677 Fercullen Single Malt 23 Year Ruby Port 750mL/6pk as a Limited Time Offer Request August 2024 as recommended.
 - c) RNDC New Hampshire – JJ Corry The Solera, JJ Corry The Arena, and JJ Corry The Bonders Select
Approved the recommended request from RNDC New Hampshire on behalf of Blue Ridge Spirits to purchase 30 cases of #061666 JJ Corry The Solera 750mL/6pk and 30 cases of #061667 JJ Corry The Arena 750mL/6pk and 30 cases of #061668 JJ Corry The Bonders Select 750mL/6pk as a Limited Time Offer Request August 2024 as recommended.
 - d) RNDC New Hampshire – Old Forester Whiskey Row Series 1924
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corporation to purchase 30 cases of #008499 Old Forester Whiskey Row Series 1924 750mL/6pk as a Limited Time Offer Request August 2024 as recommended.
 - e) RNDC New Hampshire – The Macallan 30-Year-Old Double Cask
Approved the recommended request from RNDC New Hampshire on behalf of Edrington to purchase 4 cases of #061351 The Macallan 30-Year-Old Double Cask 750mL/3pk as a Limited Time Offer Request August 2024 as recommended.
 - f) Southern Glazer’s Wine and Spirits – Baileys Cinnamon Churros 750mL and Baileys Cinnamon Churros 50mL
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 330 cases of #061624 Baileys Cinnamon Churros 750mL/12pk and 250 cases of #061625 Baileys Cinnamon Churros 50mL/80pk as a Limited Time Offer Request August 2024 as recommended.
 - g) Southern Glazer’s Wine and Spirits – Bulleit 95 Rye 10YR
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 90 cases of #061626 Bulleit 95 Rye 10YR 750mL/12pk as a Limited Time Offer Request August 2024 as recommended.
 - h) Southern Glazer’s Wine and Spirits – Glenmorangie Cadboll – 4th Offering
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy to purchase 15 cases of #004828 Glenmorangie Cadboll – 4th offering 750mL/6pk as a Limited Time Offer Request August 2024 as recommended.
 - i) Tamworth Distilling – Tamworth Graverobber Whiskey
Approved the recommended request from Tamworth Distilling to purchase 100 cases of #061704 Tamworth Graverobber Whiskey 750mL/6pk as a Limited Time Offer Request September 2024 as recommended.
2. Line Extension Requests – August 2024:
- a) RNDC New Hampshire – Five Farms 375mL
Approved the recommended request from RNDC New Hampshire on behalf of McCormick Distillery for #004840 Five Farms 375mL/16pk as recommended.

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- b) Southern Glazer's Wine and Spirits – Appleton Estate Signature Rum 1.75L
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Campari America for #007147 Appleton Estate Signature Rum 1.75L/6pk as recommended.
- 3. One-Time Buy Requests – August 2024:
 - a) Martignetti Companies of NNE – Bomberger's Declaration Bourbon and Shenk's Homestead Sour Mash
Approved the recommended request from Martignetti Companies of NNE to purchase 70 cases of #005853 Bomberger's Declaration Bourbon 750mL/3pk and 70 cases of #003557 Shenk's Homestead Sour Mash 750mL/3pk as a One-Time Buy Request as recommended.
 - b) Martignetti Companies of NNE – Waterford Knockroe Single Farm Malt Irish Whiskey and Waterford Cooladine Single Farm Malt Irish Whiskey
Approved the recommended request from Martignetti Companies of NNE on behalf of Morf Brands, Inc. to purchase 68 cases of #061654 Waterford Knockroe Single Farm Malt Irish Whiskey 750mL/6pk and 68 cases of #061653 Waterford Cooladine Single Farm Malt Irish Whiskey 750mL/6pk as a One-Time-Buy Request as recommended.
 - c) Ruby Wines New Hampshire – Chicken Cock Mizunara Japanese Oak Finish Kentucky Straight Bourbon Whiskey
Approved the recommended request from Ruby Wines New Hampshire on behalf of Park Street to purchase 20 cases of #061295 Chicken Cock Mizunara Japanese Oak Finish Kentucky Straight Bourbon Whiskey 750mL/6 as One-Time Buy Request as recommended.
 - d) Southern Glazer's Wine and Spirits – A. Overholt Rye Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 30 cases of #061600 A. Overhold Rye Whiskey 750mL/12pk as a One-Time Buy Request as recommended.
 - e) Southern Glazer's Wine and Spirits – Jim Beam Winter Reserve Bourbon
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 74 cases of #061628 Jim Beam Winter Reserve Bourbon 750mL/12pk as a One-Time buy Request as recommended.
 - f) Southern Glazer's Wine and Spirits – Knob Creek Bourbon x Rye Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 70 cases of #061602 Knob Creek Bourbon x Rye Whiskey as a One-Time Buy Request as recommended.
 - g) Southern Glazer's Wine and Spirits – Little Book the Infinite
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 35 cases of #061641 Little Book the Infinite 750mL/6pk as a One-Time Buy Request as recommended.
 - h) Southern Glazer's Wine and Spirits – Maker's Mark Cellar Aged
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 40 cases of #061622 Maker's Mark Cellar Aged 750mL/3pk as a One-Time Buy Request as recommended.

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- i) Southern Glazer's Wine and Spirits – On The Rocks Spiced Pear Whiskey Sour
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to purchase 60 cases of #061603 On The Rocks Spiced Pear Whiskey Sour 375mL/12pk as a One-Time Buy Request as recommended.
4. Spirits Test Market Results for Week Ending 09/08/2024
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:
#007669 Bib & Tucker Double Char Bourbon 750mL/6pk - \$51.99 (Martignetti Companies of NNE)
#60754 OCHO Reposado Tequila 750mL/6pk - \$57.99 (Southern Glazer's Wine and Spirits)
Specialty:
#008406 Garrison Brothers Small Batch Straight 750mL/6 - \$79.99 (Southern Glazer's Wine and Spirits)
#008572 Tennessee Legend Kingsnake Bourbon 750mL/6pk - \$44.99 (Ruby Wines New Hampshire, Inc.)
Limited:
None at this time
Delist:
#008573 Tennessee Legend Crème Brulee Cream 750mL - \$29.99 (Ruby Wines New Hampshire, Inc.)
5. Test Market Requests – August & September 2024:
 - a) RNDC New Hampshire – Whiskey Row Cask Strength Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Whiskey Row Bourbons to offer #061655 Whiskey Row Cask Strength Bourbon 750mL/6pk for Test Market Listing as recommended.
 - b) Southern Glazer's Wine and Spirits – Arran Barrel Reserve SM Scotch Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Hotaling & Co. to offer #061623 Arran Barrel Reserve SM Scotch Whiskey 750mL/6pk for Test Market Listing as recommended.
 - c) Southern Glazer's Wine and Spirits – Crown Royal Black Cherry Whiskey Sour
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #061629 Crown Royal Black Cherry Whiskey Sour 375mL/12pk for Test Market Listing as recommended.
 - d) Southern Glazer's Wine and Spirits – Fontbonne Herbal Liqueur
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Terlato Wine Group to offer #061627 Fontbonne Herbal Liqueur 700mL/6pk for Test Market Listing as recommended.
 - e) MS Walker – Blue Chair Bay Lime Rum
Approved the recommended request from MS Walker on behalf of Fishbowl Spirits to offer #008755 Blue Chair Bay Lime Rum 750mL/12pk for Test Market Listing as recommended.

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

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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 10:46 a.m. the meeting was adjourned.

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