

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 19, 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; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL; Jon Holland, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD September 12, 2024.

Chairman Mollica accepted the minutes from the September 12, 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 95,661 inbound cases and 89,755 outbound cases. Inventory reached 850,821 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met.

Chairman Mollica confirmed that DHL recently deployed new bots as part of a system upgrade. Contract negotiations between DHL and NHLC are underway. Discussions with DHL and our broker partners took place this week.

Mr. Holland thanked NHLC for help with testing the new system. The new system is designed to improve efficiency and did not replace any hourly employees.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, presented the item below, as well as the Administrative Notices.

A) Director Mark Roy

1. Quarterly Price Changes – October, November and December 2024

Approved the recommended Quarterly Price Changes – October, November and December 2024 as recommended.

After review of the item 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.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 19, 2024 Meeting

For Information Only:

B) 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 we're finishing up at the new Keene/Swanzey outlet. An October 1 opening is planned.

3) Merchandising Report

A) Wine

1. Additional October 2024 Special Allowance Offers – Wine – RNDC New Hampshire

Approved the Additional October 2024 Special Allowance Offers – Wine – RNDC New Hampshire as recommended.

2. NH Off-Premise Special Discount - Price Busters November & December 2024

Approved the recommended and not recommended NH Off-Premise Special Discount - Price Busters November & December 2024 as recommended.

3. November 2024 Monthly Promotional Sale

TABLED the November 2024 Monthly Promotional Sale for additional work by Marketing as recommended

4. Off-Premise Special Discount – Exclusive Grocery Price Busters November 2024

Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters November 2024 as recommended.

5. One Time Purchase for our Power Buy Program – Misc Brokers

Approved the recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.

6. Promotional Pricing – One Time Buy #27194 Buena Vista Victoire Champagne

Approved the recommended Promotional Pricing – One Time Buy #27194 Buena Vista Victoire Champagne as recommended.

7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/19/2024

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/19/2024 as recommended.

8. Request for Wine Specialty Status – Misc Brokers

Approved the recommended Request for Wine Specialty Status – Misc Brokers as recommended.

9. REVISED Email Coupons – MS Walker October 2024

Approved the recommended REVISED Email Coupons for October 2024 submitted by MS Walker as recommended.

10. Roll Out Results for July 2024 – August 2024 – EXPAND DISTRIBUTION

Approved the recommended Roll Out Results for July 2024 – August 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 19, 2024 Meeting

11. Roll Out Results – July 2024 – August 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – July 2024 – August 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
12. Special Allowance Offers – November 2024 – Wine:
Approved the recommended November 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) Ruby Wines New Hampshire as recommended.
 - e) Southern Glazer’s Wine and Spirits as recommended.
 - f) MS Walker as recommended.
13. Test Market Results for May 2024 – August 2024 – EXPAND DISTRIBUTION
Approved the recommended May 2024- August 2024 Test Market Results -EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
14. Test Results – May 2024 – August 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results for May 2024 – August 2024 REMOVE FROM RETAIL from miscellaneous brokers as recommended.

For Information Only

15. Status of 2024 Roll Out Items
16. Status of 2024 Test Items

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 September 2024 NH Liquor & Wine Outlet In-Store Events from SGWS 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. December 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended December 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. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. Limited Time Offer Request for Drumshanbo Marsala Cask Single Pot Irish Whiskey – Palm Bay – RNDC New Hampshire – September 2024

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 19, 2024 Meeting

Approved the recommended request from RNDC New Hampshire on behalf of Palm Bay to purchase 100 cases of #061787 Drumshanbo Marsala Cask Single Pot Irish Whiskey 700mL/6pk as a Limited Time Offer as recommended.

2. Line Extension Request for Yellowstone Select – Luxco Inc – RNDC New Hampshire – September 2024

Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc to offer #061731 Yellowstone Select 375mL/12pk as recommended.

3. Multi Bottle Purchase Program – October 2024 – Spirits

Approved the recommended Multi Bottle Purchase Program – October 2024 – Spirits as recommended.

4. One Time Buy Request for Barrel Buys – Heaven Hill Brands – Southern Glazer’s Wine and Spirits – September 2024

Approved the September 2024 recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill Brands to purchase the following as a One Time Buy as recommended:

35 cases of 061733 Elijah Craig 94P Private Barrel #7289775 750mL/12

35 cases of 061734 Elijah Craig 94P Private Barrel #6643716 750mL/12

35 cases of 061735 Elijah Craig 94P Private Barrel #7300936 750mL/12

25 cases of 061736 Elijah Craig Barrel Proof Private Barrel #6884622 750mL/12

25 cases of 061737 Elijah Craig Barrel Proof Private Barrel #7092407 750mL/12

25 cases of 061738 Elijah Craig Barrel Proof Private Barrel #6842689 750mL/12

25 cases of 061732 Elijah Craig Toasted Barrel Private Barrel #6686620 750mL/12

25 cases of 061740 Larceny Barrel Proof Private Barrel #8051822 750mL/12

25 cases of 061739 Rittenhouse Rye Bottled in Bond Private Barrel #8663394 750mL/12

5. Outlet Price Busters – October 2024 – Spirits

Approved the recommended Outlet Price Busters – October 2024 – Spirits as recommended.

6. Special Allowance Offers – November 2024 – Spirits

Approved the recommended November 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.

7. Spirits Test Market Results for Week Ending 09/15/2024

(Please note that this memo has an incorrect date and will be re-submitted with a correction for next week’s Commission Meeting on 9/26/24). 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 recommended:

Grant Full Distribution:

#8752 Don Julio Anejo 375mL/12pk - \$33.99 (Southern Glazer’s Wine and Spirits)

Specialty:

#7103 Clase Azul Gold Tequila 750mL/3pk - \$349.99 (Southern Glazer’s Wine and Spirits)

Limited:

None at this time.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 19, 2024 Meeting

Delist:

#2927 Quintana 5 Year Rum 750mL/6pk - \$42.99 (RNDC New Hampshire)

#3057 Inklusivo Tequila Reposado 750mL/6pk - \$39.99 (Stone Fence Beverage)

#8445 Godet Cognac XO Fine Champagne 700mL/6pk - \$99.49 (PSP Wines)

8. Sweepstakes Request “Speyburn – Win a Scottish Fishing Getaway for 2” Sweeps – November & December 2024 – Southern Glazer’s Wine and Spirits

Approved the recommended Sweepstakes Request “Speyburn – Win a Scottish Fishing Getaway for 2” Sweeps for November & December 2024 from Southern Glazer’s Wine and Spirits on behalf of Hotaling & Co. as recommended.

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 10:48 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners