

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 26, 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; 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 September 19, 2024.

Chairman Mollica made a motion to accept the minutes from the September 19, 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 102,752 inbound cases and 86,338 outbound cases. Outbound volume will be higher next week. Inventory reached 869,253 cases. 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, 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 the Fall Manager's meeting took place on Tuesday, September 24. Administrator Richards thanked all involved in the event. It was a successful and informative day, and good feedback was received from the participants. Administrator Richards was also pleased to announce the opening of our newest outlet in Keene/Swanzey, which will take place on Tuesday, October 1. The new outlet will offer a wide selection and a comfortable shopping experience,

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 26, 2024 Meeting

as well as more parking. The current Keene location closes at the end of business, Monday night, September 30.

Chairman Mollica and Deputy Commissioner Brassard Jordan thanked everyone involved in the opening of our newest outlet, as well as with the Fall Manager's meeting.

3) Merchandising Report

A) Wine

1. September 2024 Primary Source Recommendations
Approved the recommended September 2024 Primary Source Recommendations (96 Primary, 88 Imported, 8 Exclusive Agent, and 0 Dual Distribution) as recommended.
2. Email Coupons – November 2024
Approved the recommended and not recommended Email Coupons for November 2024 submitted by miscellaneous brokers as recommended.
3. NH Food Bank Holiday Donation Program November – December 2024 - Pine State Beverage
Approved the recommended NH Food Bank Holiday Donation Program November – December 2024 - Pine State Beverage as recommended.
4. TABLED November 2024 Monthly Promotional Sale and REVISED November & December 2024 Monthly Promotional Sale
Removed from the table and approved the recommended rescinded November 2024 Monthly Promotional Sale and the recommended rescinded December 2024 Monthly Promotional Sale as recommended. Approved the recommended REVISED November & December 2024 Monthly Promotional Sale as recommended.
5. On-Premise Special Discount – November 2024
Approved the recommended On-Premise Special Discount – November 2024 from miscellaneous brokers as recommended.
6. One Time Buy Request Rocca Wines – Martignetti Companies of NNE
Approved the recommended and not recommended request from Martignetti Companies of NNE on the behalf of Palm Bay Imports to purchase:
224 cases of #61212 Pietrapura 750mL/12pk
336 cases of #010057 Rocca Delle Macie Sasyr 750mL/12pk
36 cases of #61192 Rocca Delle Macie Chianti Classico 5L/1pk
NR cases of #020502 Rocca Delle Macie Moonlite White 750mL/12pk
NR cases of #061191 Rocca Delle Macie Vernaccia Di San Gimignano 750mL/12pk
7. 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.
8. Recommended Allocated Wines for Distribution to Selected Stores 09/26/2024
Approved the Recommended Allocated Wines for Distribution to Selected Stores 09/26/2024 as recommended.
9. Special Allowance Offers – December 2024 - Wine:
Approved the recommended December 2024 Special Allowance Offers as follows:
 - a) Pine State Beverage recommended.
 - b) Southern Glazer's Wine and Spirits as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 26, 2024 Meeting

10. Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire

Approved the recommended Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire 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

C) Spirits

1. September 2024 Spirit Warehouse Only List

Approved the recommended September 2024 Spirit Warehouse Only List (15 Primary, 8 Imported, 0 Exclusive Agent) as recommended.

2. Limited Time Offer Requests – September 2024:

- a) RNDC New Hampshire – Old Forester Single Barrel BTB B#205388 and Old Forester Single Barrel BTB B#205680

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp. to purchase 40 cases of #061822 Old Forester Single Barrel BTB B#205388 750mL/6pk and 40 cases of #061823 Old Forester Single Barrel BTB B#205680 750mL/6pk as a Limited Time Offer Request as recommended.

- b) Southern Glazer's Wine and Spirits – Crown Royal Golden Apple 23YR Approved the recommended request from RNDC New Hampshire on behalf of Diageo to purchase 11 cases of #008094 Crown Royal Golden Apple 23 YR 750L/3 pk as a Limited Time Offer Request as recommended.

- c) Southern Glazer's Wine and Spirits – Smirnoff Red, White and Merry Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 280 cases of #002039 Smirnoff Red, White and Merry 750mL/12pk as a Limited Time Offer Request as recommended.

- d) Tamworth Distilling – Tamworth Deer Slayer Whiskey Approved the recommended request from Tamworth Distilling to purchase 20 cases of #061935 Tamworth Deer Slayer Whiskey 200mL/12pk as a Limited Time Offer Request as recommended.

3. Multi Bottle Purchase Program – October 2024 – Spirits – UPDATED

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

4. One Time Buy Requests – September 2024:

- a) Martignetti Companies of NNE – Balvenie 14-Year-Old American Oak Single Malt Scotch

Approved the recommended request from Martignetti Companies of NNE on behalf of William Grant to purchase 75 cases of #061887 Balvenie 14-Year-Old American Oak Single Malt Scotch 750mL/6pk as a One Time Buy Request as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 26, 2024 Meeting

- b) Martignetti Companies of NNE – Michter’s 10-Year-Old Single Barrel Rye and Michter’s Toasted Barrel Strength Rye
Approved the recommended request from Martignetti Companies of NNE to purchase 50 cases of #001478 Michter’s 10-Year-Old Single Barrel Rye 750mL/3pk and 12 cases of #001975 Michter’s Toasted Barrel Strength Rye 750mL/3pk as a One Time Buy Request as recommended.
- c) Ruby Wines New Hampshire – Yamato Lady Tomoe Edition and Yamato Takeda Shingen Edition
Approved the recommended request from Ruby Wines New Hampshire on behalf of Aiko Brands to purchase 100 cases of #007919 Yamato Lady Tomoe Edition 750mL/4pk and 100 cases of #006750 Yamato Takeda Shingen Edition 750mL/6pk as a One Time Buy Request as recommended.
5. REVISED Spirits Test Market Results for Week Ending 09/15/2024
Approved the resubmitted memo with a correction to the date, which was incorrectly noted as 09/08/2024. 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:
#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
Delist:
#2927 Quintana 5 Year Rum 750mL/6pk - \$42.99 (RNDC New Hampshire)
#3057 Inclusivo Tequila Reposado 750mL/6pk - \$39.99 (Stone Fence Beverage)
#8445 Godet Cognac XO Fine Champagne 700mL/6pk - \$99.49 (PSP Wines)
6. Spirits Test Market Results for Week Ending 09/22/2024
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:
#1586 Corvus Gilled Pineapple Vodka 750mL/6pk - \$29.99 (Southern Glazer’s Wine and Spirits)
#2367 Heaven Hill 7 Year Bottled in Bond 750mL/6pk - \$49.99 (Southern Glazer’s Wine and Spirits)
#8568 Vermont Ice Maple Bourbon 50mL/40pk - \$2.99 (Pine State Trading)
Specialty:
#8589 Bulleit Single Malt Whiskey 750mL/6 - \$59.99 (Southern Glazer’s Wine and Spirits)
Limited:
None at this time
Delist:
#8524 Redwood Empire Lost Monarch 750mL/6pk - \$39.99 (Southern Glazer’s Wine and Spirits)
#8588 Peloton De La Muerte Pechuga Mezcal 750mL/6pk - \$38.99 (MS Walker)
#8602 Barsol Quebranta Puro Pisco 700mL/6pk \$26.99 (Southern Glazer’s Wine and Spirits)

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 26, 2024 Meeting

7. Sweepstakes Request “Hendricks Cabinet of Curiosities” Sweeps January 1 – March 31, 2025 – William Grant – Martignetti Spirits
Approved the recommended Sweepstakes Request “Hendricks Cabinet of Curiosities” Sweeps January 1 – March 31, 2025 – William Grant – Martignetti Spirits as recommended.
8. Test Market Requests – September 2024:
 - a) Martignetti Companies of NNE – Barrell Craft Foundation
Approved the recommended request from Martignetti Companies of NNE to offer #061894 Barrell Craft Foundation 750mL as recommended.
 - b) Martignetti Companies of NNE – Milagro Anejo Cristalino Tequila
Approved the recommended request from Martignetti Companies of NNE on behalf of William Grant to offer #061885 Milagro Anejo Cristalino Tequila 750mL as recommended.
 - c) Martignetti Companies of NNE – Van Gogh Dutch Chocolate Vodka
Approved the recommended request from Martignetti Companies of NNE on behalf of Conecuh Brands to offer #000765 Van Gogh Dutch Chocolate Vodka 750mL/6pk as recommended.
 - d) Southern Glazer’s Wine and Spirits – Dingle Single Malt Irish Whiskey
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Hotaling & Company to offer #061966 Dingle Single Malt Irish Whiskey 700mL as recommended.
 - e) Southern Glazer’s Wine and Spirits – Jameson Triple Triple
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Period Ricard USA to offer #061925 Jameson Triple Triple 750mL/12pk as recommended.
 - f) Southern Glazer’s Wine and Spirits – Tanqueray Negroni
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to offer #008400 Tanqueray Negroni 375mL 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 10:47 a.m. the meeting was adjourned.

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