

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 3, 2024 Meeting

Meeting commenced at 10:30 a.m.

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

Excused: Deputy Commissioner Nicole Brassard Jordan; 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 September 26, 2024.

Chairman Mollica accepted the minutes from the September 26, 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 107,570 inbound cases and 104,867 outbound cases. Inventory reached 871,742 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, was pleased to report that we opened our newest outlet in Keene/Swanzey on Tuesday, October 1st. The outlet features an expanded product line in a beautiful new building. We've received positive feedback from customers. Administrator Richards thanked our DHL partners for their assistance in getting product into the new outlet. Chairman Mollica concurred.

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3) Merchandising Report

A) Wine

1. September 2024 Cost Change Approval List
Approved the recommended September 2024 Cost Change Approval List as recommended.
2. NH Winery New Listing – LaBelle Winery
Approved the recommended NH Winery New Listing – LaBelle Winery to purchase 192 cases of #061706 90th Anniversary Red Blend 750mL/12pk as recommended.
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/03/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/03/2024 from miscellaneous brokers as recommended.
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – RNDC – 10/03/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – RNDC – 10/03/2024 as recommended.
5. Request for Wine Specialty Status – Misc Brokers
Approved the recommended & not recommended Request for Wine Specialty Status Miscellaneous Brokers as recommended.
6. Special Allowance Offers – December 2024 – Wine – Martignetti Companies of NNE
Approved the recommended Special Allowance Offers – December 2024 – Wine – Martignetti Companies of NNE as recommended.
7. Sweepstakes Requests:
Approved the recommended Sweepstakes below as follows:
 - a) Text-To-Win A Digital Gift Card – MS Walker as recommended.
 - b) Text-To-Win A Trip to Francis Ford Coppola “All Movie Hotel” – MS Walker as recommended.
 - c) Text-To-Win Two Tickets to the 2025 All-Star Game – MS Walker as recommended.

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

B) Tasting Events

1. High West Warren Miller Sponsorship Coupon – November and December 2024
Approved the recommended High West Warren Miller Sponsorship Coupon – November and December 2024 as recommended.
2. In-Store Bottle Signing and Tasting with Ruby Wines New Hampshire and NHL’s Jeremy Roenick – Future Hockey Hall of Famer – November 2024
Approved the recommended In-Store Bottle Signing and Tasting with Ruby Wines New Hampshire and NHL’s Jeremy Roenick – Future Hockey Hall of Famer – November 2024 as recommended.
3. In-Store Tasting – Ruby Wines New Hampshire – Chicken Cock Whiskey – November 2024
Approved the recommended In-Store Tasting – Ruby Wines New Hampshire – Chicken Cock Whiskey – November 2024 as recommended.

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4. NHLC and Bord Bia Present – Spirit of Ireland – Irish Cask & Cocktails Consumer Event – October 2024
Approved the recommended NHLC and Bord Bia Present – Spirit of Ireland – Irish Cask & Cocktails Consumer Event – October 2024 as recommended.
5. NHLC and Bord Bia Present – Spirit of Ireland – Irish Cask & Cocktails for On-Premise – October 2024
Approved the recommended NHLC and Bord Bia Present – Spirit of Ireland – Irish Cask & Cocktails for On-Premise – October 2024 as recommended.
6. NHLC and Distiller’s Week Presents Sophistication Simplified: Premium Ready-To-Drink Cocktails & Off-Site Store
Approved the recommended NHLC and Distiller’s Week Presents Sophistication Simplified: Premium Ready-To-Drink Cocktails & Off-Site Store as recommended.
7. NHLC Employee Training and Spirit Tasting
Approved the recommended NHLC Employee Training and Spirit Tasting from miscellaneous brokers as recommended.
8. 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.
9. 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.
10. December 2024 NH Liquor & Wine Outlet In-Store Events
Approved the recommended December 2024 NH Liquor & Wine Outlet In-Store Events from Martignetti Companies of NNE as recommended.

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

C) Spirits

1. Additional Special Allowance Offers – November 2024 – Spirits – RNDC New Hampshire
Approved the recommended Additional Special Allowance Offers – Spirits – RNDC New Hampshire November 2024 as recommended.
2. Close Out Special Allowance Offers – December 2024 – Spirits – Ruby Wines New Hampshire
Approved the recommended Close Out Special Allowance Offers – December 2024 – Spirits – Ruby Wines New Hampshire as recommended.
3. Limited Time Offer Request for Johnnie Walker Blue Year of the Snake – Diageo – Southern Glazer’s Wine and Spirits – September 2024
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 9 cases of #061938 Johnnie Walker Blue Year of the Snake 750mL/4pk as a Limited Time Offer as recommended.
4. Line Extension Request for Ketel One Espresso Martini – Diageo – Southern Glazer’s Wine and Spirits – September 2024
Approved the recommended Line Extension Request from Southern Glazer’s Wine and Spirits on behalf of Diageo for #061937 Ketel One Espresso Martini 750mL/12pk as recommended.
5. One Time Buy Request for Blood Oath Trilogy 3rd Edition – Luxco Inc. – RNDC New Hampshire – September 2024

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Approved the recommended One Time Buy Request from RNDC New Hampshire on behalf of Luxco Inc. to purchase 28 cases of #061936 Blood Oath Trilogy 3rd Edition 750mL/3/1 as a One Time Buy Request as recommended.

6. Special Allowance Offers – December 2024 – Spirits:

Approved the recommended December 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 09/29/2024

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:

#8645 Jameson Orange Spritz Cans 355mL/4/6 - \$11.99 (Southern Glazer’s Wine and Spirits)

Specialty:

#4891 Xicaru Anejo 750mL/6 - \$49.99 (RNDC New Hampshire)

#8560 1911 Honeycrisp Vodka 750mL/6 - \$29.99 (Stone Fence Beverage)

Limited:

None as this time

Delist:

#8541 Mango Shotta 750mL/12 - \$15.99 (Southern Glazer’s Wine and Spirits)

8. REVISED Test Market Request for Barrel Craft Foundation Bourbon – Martignetti Companies of NNE – September 2024

Approved the recommended REVISED request from Martignetti Companies of NNE to offer #061894 Barrell Craft Foundation Bourbon 750mL/6pk with a correction to the pricing, for Test Market Request as recommended.

9. Test Market Requests – September 2024:

- a) RNDC New Hampshire – O’Shea’s Irish Whiskey

Approved the recommended Test Market Request from RNDC New Hampshire on behalf of Adama Imports to offer #061999 O’Shea’s Irish Whiskey 700mL/6pk for Test Market Listing as recommended.

- b) Stone Fence Beverage – Cask & Crew Ginger Spice Whiskey

Approved the recommended Test Market Request from Stone Fence Beverage on behalf of Cask & Crew to offer #061988 Cask & Crew Ginger Spice Whiskey 750mL/6pk for Test Market Listing as recommended.

- c) Stone Fence Beverage – Wild Atlantic Irish Whiskey IPA Barrel

Approved the recommended Test Market Request from Stone Fence Beverage on behalf of Kinsale Spirits Distillery to offer #062014 Wild Atlantic Irish Whiskey IPA Barrel 700mL/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 10:45 a.m. the meeting was adjourned.

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