

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 10, 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 October 3, 2024.

Chairman Mollica accepted the minutes from the October 3, 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. Holland reported 128,387 inbound cases and 85,063 outbound cases. Inventory reached 913,128 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met. Inventory volumes are similar for this week.

Chairman Mollica inquired about staffing. Mr. Holland indicated that DHL is at their staffing count for November/December, and in a good spot leading into the holidays.

Chairman Mollica thanked the DHL team for their help in getting product into the new Keene/Swanzey outlet in a timely fashion.

IV) MARKETING AND SALES REPORT

- 1) Mark Roy, Director of Marketing, presented Chairman Mollica and Deputy Commissioner Brassard Jordan with two StateWays awards received by the Liquor Commission at the recent NABCA conference. The awards were received for Best Retail Innovation and Best Trade/Licensee Education Program. New Hampshire was one of only two control states that received multiple awards. Director Roy reported that the conference was great, and they made some good contacts. Our team did well with multiple presentations from Enforcement, Marketing, and EJ Powers with Montagne Powers Communications.

Director Roy also reported on the Administrative Notices.

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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 outlets will be open regular hours this weekend, including Columbus Day. Administrator Richards thanked our broker partners for their assistance resetting the Peterborough outlet and setting up the new Keene/Swanzey outlet. We were able to get more SKUs into the Peterborough outlet, with the reset, and the outlet looks full. Our team and the broker partners did a great job, and got a lot done in a short period of time. Administrator Richards also thanked our DHL partners for their assistance with the new Keene/Swanzey outlet.

3) Merchandising Report

A) Wine

1. Coupon Offer Wine – Store 15 Grand Opening – October 23rd through October 27th, 2024
Approved the recommended Coupon Offer Wine – Store 15 Grand Opening – October 23rd through October 27th, 2024 as recommended.
2. Floor Stock Adjustment for our Power Buy Program – Martignetti Companies of NNE
Approved the recommended Floor Stock Adjustment for our Power Buy Program – Martignetti Companies of NNE as recommended.
3. 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.
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10/10/2024
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores – 10/10/2024 as recommended.
5. Request for Wine Specialty Status – Misc Brokers
Approved the recommended Request for Wine Specialty Status from Martignetti Companies of NNE as recommended.
6. REVISED and ADDITIONAL NH Off-Premise Special Discount – Price Busters November & December 2024 – Pine State Beverage
Approved the recommended REVISED and ADDITIONAL NH Off-Premise Special Discount – Price Busters November & December 2024 from Pine State Beverage as recommended.
7. Roll Out Results for August 2024 – September 2024 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for August 2024 – September 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
8. Roll Out Results - August 2024 – September 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results - August 2024 – September 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.

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9. Additional Special Allowance Offers – November 2024 – Wine:
Approved the recommended Additional Special Allowance Offers – November 2024 – Wine as follows:
 - a) Martignetti Companies of NNE as recommended.
 - b) RNDC New Hampshire as recommended.
 - c) Southern Glazer’s Wine and Spirits as recommended.
10. Special Allowance Offers – December 2024 – Wine:
Approved the recommended Special Allowance Offers – December 2024 – Wine as follows:
 - a) RNDC New Hampshire as recommended.
 - b) MS Walker as recommended.
11. Additional Special Allowance Offers – December 2024 – Wine:
Approved the recommended Additional Special Allowance Offers – December 2024 – Wine as follows:
 - a) Martignetti Companies of NNE as recommended.
 - b) Pine State Beverage as recommended.
 - c) Southern Glazer’s Wine and Spirits as recommended.
12. Test Market Results for June 2024 – September 2024 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for June 2024 – September 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
13. Test Results – June 2024 – September 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results – June 2024 – September 2024 – REMOVE FROM RETAIL from miscellaneous broker as recommended.
14. Wine Multi Bottle Promotion – November and December 2024 – Miscellaneous Representatives
Approved the recommended Wine Multi Bottle Promotion – November and December 2024 – Miscellaneous Representatives from miscellaneous brokers as recommended.
15. Wine Outlet Price Busters – November & December 2024
Approved the recommended and not recommended Wine Outlet Price Busters – November & December 2024 from miscellaneous brokers as recommended.
16. January 2025 Monthly Promotional Sale
Approved the recommended January 2025 Monthly Promotional Sale as recommended.

For Information Only

17. Status of 2024 Roll Out Items
18. 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

No items this week.

C) Spirits

1. Spirits Test Market Results for Week Ending 10/06/2024
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.

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Grant Full Distribution:

8641 Elijah Craig Small Batch 1L/12pk - \$41.99 (Southern Glazer's Wine and Spirits)

Specialty:

None at this time

Limited:

None at this time

Delist:

#4708 St. George Baller 750mL/6pk \$49.99 (RNDC New Hampshire)

#8569 ALB Vodka 750mL/6pk - \$24.99 (Pine State Beverage)

2. Coupon Offer – October 2024 – Spirits

Approved the recommended Coupon Offer – October 2024 – Spirits as recommended.

3. Additional Special Allowance Offers – October 2024 – Spirits – RNDC New Hampshire

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

4. Additional Special Allowance Offers – December 2024 – Spirits – MS Walker

Approved the recommended Additional Special Allowance Offers – December 2024 – Spirits – MS Walker as recommended.

5. Multi Bottle Purchase Program – November and December 2024 – Spirits

Approved the recommended Multi Bottle Purchase Program – November and December 2024 – Spirits from miscellaneous brokers as recommended.

6. Outlet Price Busters Purchase Program – November and December 2024 – Spirits

Approved the recommended Outlet Price Busters Purchase Program – November and December 2024 – Spirits from miscellaneous brokers 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