

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of October 17, 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; Sergeant Glen Bullock, Enforcement; Ryan Wilson, DHL.

Attended for Employee Certificate Presentation: Nancy Couture, Kathy Prue, Connor Beatty, Meagan Healey, Angel Harris, Steve Reardon, Ben Williams, Glen Bullock, Kolby Fournier, Gary D'Amour, and Susan Lessard.

Excused:

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

#### Retirement Certificate Presentation:

Chief Armaganian presented Nancy Couture with a retirement certificate and pin for 18 years of service with the State of New Hampshire. In her role as investigative paralegal, Ms. Couture has been an integral part of the Enforcement Division, negotiating with licensees and providing general accountability. Ms. Couture assisted the Chief with his transition to the Division, years ago, and has done so with many of the other staff members. The Division has appreciated Ms. Couture, her wisdom, tenure, and historical perspective. Chairman Mollica and Deputy Commissioner Brassard Jordan thanked Ms. Couture for her years of service and dedication to the Commission.

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD October 10, 2024.

Chairman Mollica made a motion to accept the minutes from the October 10, 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 121,559 inbound cases and 87,382 outbound cases. Inventory reached 946,560 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met. Inventory is starting to climb.

### IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, thanked DHL for participating in the recent broker meeting at Pine State and answering questions from our broker partners. 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 on the upcoming Grand Opening ceremony at the new Keene/Swanzey outlet taking place on Wednesday, October 23rd.

#### 3) Merchandising Report

##### A) Wine

##### 1. REVISED November & December 2024 Monthly Promotional Sale

Approved the recommended REVISED November & December 2024 Monthly Promotional Sale as recommended.

##### 2. February 2025 Monthly Promotional Sale

Approved the recommended February 2025 Monthly Promotional Sale as recommended.

##### 3. 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.

##### 4. REVISED Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10-10-2024

Approved the REVISED Recommended & Not Recommended Allocated Wines for Distribution to Selected Store – 10-10-24 as recommended.

##### 5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10-17-2024

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10-17-2024 as recommended.

##### 6. Request for Wine Specialty Status – Pine State Beverage

Approved the recommended and not recommended Request for Wine Specialty Status - Pine State Beverage as recommended.

##### 7. Additional Special Allowance Offers – November 2024 – Wine:

Approved the recommended Additional Special Allowance Offers – November 2024 – Wine as follows:

a) Pine State Beverage as recommended.

b) Southern Glazer's Wine and Spirits as recommended.

##### 8. Additional Special Allowance Offers – December 2024 – Wine:

Approved the recommended Additional Special Allowance Offers – December 2024 – Wine as follows:

a) Pine State Beverage as recommended.

b) RNDC New Hampshire as recommended.

c) Southern Glazer's Wine and Spirits as recommended.

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9. Second Additional Special Allowance Offers – November 2024 – Wine:  
Approved the recommended Second Additional Special Allowance Offer – November 2024 – Wine as follows:
  - a) Martignetti Companies of NNE as recommended.
  - b) Pine State Beverage as recommended.
  - c) RNDC New Hampshire as recommended.
  - d) Southern Glazer’s Wine and Spirits as recommended.
  - e) MS Walker as recommended.
10. Second Additional Special Allowance Offers – December 2024 – Wine:  
Approved the recommended Second Additional Special Allowance Offers – December 2024 – Wine as follows:
  - a) Martignetti Companies of NNE as recommended.
  - b) Pine State Beverage as recommended.
  - c) RNDC New Hampshire as recommended.
  - d) Southern Glazer’s Wine and Spirits as recommended.
  - e) MS Walker as recommended.
11. Wine Outlet Price Busters – November & December 2024 – MS Walker  
Approved the recommended Wine Outlet Price Busters – November & December 2024 from MS Walker 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. Additional November and December 2024 Multi-Bottle Offers – Spirits  
TABLED the Additional November and December 2024 Multi-Bottle Offers – Spirits, as recommended, for further work by the Marketing Department.
2. Additional Special Allowance Offers – November 2024 – Spirits – Southern Glazer’s Wine and Spirits  
Approved the recommended Additional Special Allowance Offers – November 2024 – Spirits from Southern Glazer’s Wine and Spirits as recommended.
3. Second Additional Special Allowance Offers – November 2024 – Spirits – RNDC New Hampshire  
Approved the recommended Second Additional Special Allowance Offers – November 2024 – Spirits from RNDC New Hampshire as recommended.
4. Additional Special Allowance Offers – December 2024 – Spirits:  
Approved the recommended Additional Special Allowance Offers – December 2024 – Spirits as follows:
  - a) Martignetti Companies of NNE as recommended.
  - b) RNDC New Hampshire as recommended.

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- c) Southern Glazer's Wine and Spirits as recommended.
- d) MS Walker as recommended.
- 5. November and December 2024 Spirits E-Coupons  
Approved the recommended November and December 2024 Spirits E-Coupons as recommended.
- 6. Spirits Test Market Results for Week Ending 10/13/2024  
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:**  
None at this time  
**Specialty:**  
#8319 Field & Sound Maritime Whiskey 750mL/6pk - \$51.99 (MS Walker)  
**Limited:**  
None at this time  
**Delist:**  
None at this time

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 10:45 a.m. the meeting was adjourned.

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