

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 24, 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; Jon Holland, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD October 17, 2024.

Chairman Mollica made a motion to accept the minutes from the October 17, 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. Holland reported 102,051 inbound cases and 92,421 outbound cases. Inventory reached 955,608 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met.

DHL hosted the Commissioner's group meeting yesterday, which included a tour of the warehouse. Chairman Mollica thanked DHL for the opportunity.

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

A) Recommended 2024 Holiday Hours

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After review of the Recommended 2024 Holiday Hours, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Administrator Richards. Chairman Mollica seconded the motion. The motion was unanimously adopted.

James Richards, Store Operations Administrator, reported that the grand opening celebration, at the new Keene/Swanzey outlet, took place yesterday. Customers and local officials were pleased with all the outlet has to offer. Chairman Mollica and Deputy Commissioner Brassard Jordan thanked everyone involved for their efforts.

3) Merchandising Report

A) Wine

1. E-mail Coupons – December 2024
Approved the recommended and not recommended E-Mail Coupons for December 2024 submitted by various brokers as recommended.
2. March 2025 Monthly Promotional Sale
Approved the recommended March 2025 Monthly Promotional Sale as recommended.
3. Off-Premise Special Discount – Exclusive Grocery Price Busters December 2024
Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters December 2024 from miscellaneous brokers as recommended.
4. 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.
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10/24/2024
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores -10/24/2024 as recommended.
6. Request for Wine Specialty Status – Pine State Beverage
Approved the recommended Request for Wine Specialty Status - Pine State Beverage as recommended.
7. REVISED Wine Outlet Price Busters – November & December 2024 – Martignetti Companies of NNE
Approved the recommended REVISED Wine Outlet Price Busters – November & December 2024 from Martignetti Companies of NNE 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

1. Distiller's Showcase Restaurant Incentive Coupon November 2024
Approved the recommended Distiller's Showcase Restaurant Incentive Coupon November 2024 as recommended.
2. Pine State Beverage – Portsmouth Music Hall Event Coupon – November 2024
Approved the recommended Portsmouth Music Hall Event Coupon – November 2024 from Pine State Beverage as recommended.

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3. REVISED NHLC and Distiller's Week Presents Sophistication Simplified: Premium Ready-To-Drink Cocktails & Off-Site Store – November 2024
Approved the recommended REVISED NHLC and Distiller's Week Presents Sophistication Simplified: Premium Ready-To-Drink Cocktails & Off-Site Store – November 2024 as recommended.
4. Live Free & Host Responsibly – NH Mocktail Month January 2025
Approved the recommended Live Free & Host Responsibly – NH Mocktail Month January 2025 from Brown-Forman as recommended.
5. New England Winter Wine Spectacular Restaurant Incentive Coupon January 2025
Approved the recommended New England Winter Wine Spectacular Restaurant Incentive Coupon January 2025 as recommended.
6. 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 vendors as recommended.
7. 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 vendors as recommended.
8. January 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended January 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous vendors 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. Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. TABLED Additional November and December 2024 Multi-Bottle Offers – Spirits
Removed from the table and approved the not recommended TABLED Additional November and December 2024 Multi-Bottle Offers – Spirits as recommended.
2. Extended Limited Time Offer Request for Woodford Reserve Baccarat Edition – Brown Forman Corp. – RNDC New Hampshire – October 2024
Approved the recommended request from RNDC New Hampshire on behalf of Brown Forman to purchase 2 cases of #060479 Woodford Reserve Baccarat Edition 700mL/3 as an Extended Limited Time Offer Request as recommended.
3. Limited Time Offer Requests – October 2024:
 - a) Southern Glazer's Wine and Spirits – Henry McKenna Single Barrel 10 yr BIB Bourbon
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill to purchase 16 cases of #004094 Henry McKenna Single Barrel 10 yr BIB Bourbon 750ml/6 as recommended.
 - b) Southern Glazer's Wine and Spirits – Russell's Reserve Single Rickhouse
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Campari America to purchase 3 cases of #008286 Russell's Reserve Single Rickhouse 750ml/6 as recommended.

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4. One Time Buy Requests – October 2024:

- a) Martignetti Companies of NNE – Bols Peppermint Schnapps
Approved the recommended request from Martignetti Companies of NNE to purchase 250 cases of #008008 Bols Peppermint Schnapps 1L/12 as recommended.
- b) Pine State Beverage – The Whistler Rivesaltes Ambre Cask Irish Whiskey, The Whistler Champagne Cask Irish Whiskey, The Whistler Chocolate Bitters Irish Whiskey, and The Whistler Spanish Orange Wine Cask Irish Whiskey
Approved the recommended request from Pine State Beverage on behalf of Prestige Beverage Group to purchase the following:
70 cases of #062021 The Whistler Rivesaltes Ambre Cask Irish Whiskey 700mL/6 as recommended
53 cases of #062022 The Whistler Champagne Cask Irish Whiskey 700mL/6 as recommended
47 cases of #062000 The Whistler Chocolate Bitters Irish Whiskey 700mL/6 as recommended
58 cases of #062002 The Whistler Spanish Orange Wine Cask Irish Whiskey 700mL/6 as recommended
- c) RNDC New Hampshire – Boondocks 18 Yr Old Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Royal Wine Corp. to purchase 8 cases of #007005 Boondocks 18 Yr Old Bourbon 750mL/6 as recommended.
- d) RNDC New Hampshire – Penelope Valencia Cask Finish Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc. to purchase 35 cases of #062118 Penelope Valencia Cask Finish Bourbon 750mL/6 as recommended.
- e) RNDC New Hampshire – Remus Repeal Reserve Bourbon VIII, Remus Repeal Reserve Trilogy, and Remus Gatsby Reserve 2024 Edition
Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc. to purchase the following:
40 cases of #062116 Remus Repeal Reserve Bourbon VIII 750mL/6 as recommended
12 cases of #062117 Remus Repeal Reserve Trilogy 750mL/3/1 as recommended
30 cases of #062119 Remus Gatsby Reserve 2024 Edition 750mL/3 as recommended
- f) Ruby Wines New Hampshire – Ducks Unlimited Mallard Duck Bottle Bourbon and Ducks Unlimited Kentucky Straight Bourbon Aged 10 Years
Approved the recommended request from Ruby Wines New Hampshire on behalf of Aiko Brands to purchase 50 cases of #062026 Ducks Unlimited Mallard Duck Bottle Bourbon 750mL/6 and 10 cases of 062029 Ducks Unlimited Kentucky Straight Bourbon Aged 10 Years 750mL/4 as recommended.
- g) Southern Glazer’s Wine and Spirits – Eagle Rare 17YR, Thomas H. Handy Rye, Sazerac Rye 18YR, William L. Weller, and George T. Stag
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Company, Inc. to purchase the following:
7 cases of #002972 Eagle Rare 17YR 750mL/3 as recommended
53 cases of #002983 Thomas H. Handy Rye 750mL/3 as recommended
11 cases of #002971 Sazerac Rye 18YR 750mL/3 as recommended
30 cases of #002961 William L. Weller 750mL/3 as recommended

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95 cases of #002966 George T. Stag 750mL/3 as recommended

- h) Southern Glazer's Wine and Spirits – Old Rip Van Winkle 10YR, Van Winkle Special Reserve 12YR, Pappy Van Winkle 15YR, Pappy Van Winkle 20YR, and Pappy Van Winkle 23YR

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Company Inc. to purchase the following:

52 cases of #000123 Old Rip Van Winkle 10YR 750mL/3 as recommended

40 cases of #000704 Van Winkle Special Reserve 12YR 750mL/3 as recommended

5 cases of #000158 Pappy Van Winkle 15YR 750mL/3 as recommended

3 cases of #000639 Pappy Van Winkle 20YR 750mL/3 as recommended

6 cases of #001604 Pappy Van Winkle 23YR 750ml/3 as recommended

- i) Southern Glazer's Wine and Spirits – WhistlePig Piglets Gift Pack

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to purchase 150 cases of #062233 WhistlePig Piglets Gift Pack 50mL/3/12 as recommended.

5. Spirits Test Market Results for Week Ending 10/20/2024

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:

#8758 Short Path Triple Sec 750mL/6 – \$23.99 (Stone Fence Beverage)

Specialty:

None at this time

Limited:

None at this time

Delist:

None at this time

6. Test Market Requests – October 2024:

- a) RNDC New Hampshire – Highland Park 15YO

Approved the recommended request from RNDC New Hampshire on behalf of Edrington to offer #007061 Highland Park 15YO 750mL/6 for Test Market Listing as recommended.

- b) Ruby Wines New Hampshire – Cape Horn Tequila Reposado

Approved the recommended request from Ruby Wines New Hampshire to offer #062106 Cape Horn Tequila Reposado 750mL/6 for Test Market Listing as recommended.

- c) Ruby Wines New Hampshire – Sean's Original Irish Cream

Approved the recommended request from Ruby Wines New Hampshire on behalf Stoller to offer #062105 Sean's Original Irish Cream 750mL/12 for Test Market Listing as recommended.

- d) Ruby Wines New Hampshire – Willet Distillery Johnny Drum Private Stock Kentucky Straight Bourbon Whiskey

Approved the recommended request from Ruby Wines New Hampshire to offer #001656 Willet Distillery Johnny Drum Private Stock Kentucky Straight Bourbon Whiskey 750mL/6 for Test Market Listing as recommended.

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- e) Southern Glazer's Wine and Spirits – Astral Margarita
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to offer #062248 Astral Margarita 375mL/12 for Test Market Listing as recommended.
- f) Southern Glazer's Wine and Spirits – Basil Hayden Malted Rye Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Beam Suntory to offer #001950 Basil Hayden Malted Rye Whiskey 750mL/6 for Test Market Listing as recommended.
- g) Southern Glazer's Wine and Spirits – Buffalo Trace Bourbon Cream
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to offer #001795 Buffalo Trace Bourbon Cream 750mL/12 for Test Market Listing as recommended.
- h) Southern Glazer's Wine and Spirits – Corvus Tropical Vodka
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports to offer #001542 Corvus Tropical Vodka 750mL/6 for Test Market Listing as recommended.
- i) Southern Glazer's Wine and Spirits – Lost Irish Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to offer #061357 Lost Irish Whiskey 750mL/6 for Test Market Listing as recommended.
- j) Southern Glazer's Wine and Spirits – Luxardo Del Santo Herbal Liqueur
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Hotaling & Co. to offer #062232 Luxardo Del Santo Herbal Liqueur 750mL/12 for Test Market Listing as recommended.
- k) Southern Glazer's Wine and Spirits – Patron XO Café
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Bacardi USA to offer #000984 Patron XO Café 750mL/6pk for Test Market Listing as recommended.
- l) Southern Glazer's Wine and Spirits – Widow Jane Decadence
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Brands to offer #002025 Widow Jane Decadence 750mL/6 for Test Market Listing as recommended.
- m) Southern Glazer's Wine and Spirits – Yellow Spot Irish Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard USA to offer #002617 Yellow Spot Irish Whiskey 750mL/6 for Test Market Listing as recommended.
- n) MS Walker – St. Elder Espresso Coffee Liqueur
Approved the recommended request from MS Walker to offer #060560 St. Elder Espresso Coffee Liqueur 750mL/12 for Test Market Listing 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.

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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 10:53 a.m. the meeting was adjourned.

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