

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 31, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Sergeant Glen Bullock, Enforcement; Jon Holland, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD October 24, 2024.

Chairman Mollica accepted the minutes from the October 24, 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 95,920 inbound cases and 100,313 outbound cases. Inventory reached 950,299 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met. DHL is fully staffed and ready for the holidays.

Chairman Mollica reported that Mr. Holland is the new General Manager of DHL. Mr. Holland replaces Greg Featherston who decided to leave the company. Chairman Mollica congratulated Mr. Holland on his new position.

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

Mark Roy, Director of Marketing, reported that we've started the bonus card sale program in our outlets for November and December. Software updates will be completed in all outlets by next week; the updates have gone well.

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3) Merchandising Report

A) Wine

1. October 2024 Primary Source Recommendations
Approved the recommended October 2024 Primary Source Recommendations (54 Primary, 127 Imported, 19 Exclusive Agent, and 1 Dual Distribution) as recommended.
2. October 2024 Cost Change Approval List
Approved the recommended October 2024 Cost Change Approval List as recommended.
3. Additional Size Requests:
Approved the recommended Additional Size Requests as follows:
 - a) MS Walker – La Crema Monterey Chardonnay as recommended.
 - b) MS Walker – La Crema Monterey Pinot Noir as recommended.
4. Additional Special Allowance Offers – November 2024 – Wine:
Approved the recommended Additional Special Allowance Offers – November 2024 – Wine as follows:
 - a) RNDC New Hampshire as recommended.
 - b) Southern Glazer’s Wine and Spirits as recommended.
5. 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) RNDC New Hampshire as recommended.
6. One-Time Buy Request for St. Christopher Gluhwein Red – Martignetti Companies of NNE
Approved the recommended request from Martignetti Companies of NNE to purchase 214 cases of #001062 St. Christopher Gluhwein Red 1L as a One-Time Buy request as recommended.
7. On-Premise Special Discount – December 2024
Approved the recommended On-Premise Special Discount – December 2024 from miscellaneous brokers as recommended.
8. Recommended Allocated Wines for Distribution to Selected Stores 10/31/2024
Approved the recommended Allocated Wines for Distribution to Selected Stores 10/31/2024 as recommended.
9. Request for Wine Specialty Status – Misc Brokers
Approved the recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
10. REVISED Test Results – June 2024-September 2024 – REMOVE FROM RETAIL
Approved the recommended REVISED Test Results – June 2024-September 2024 – REMOVE FROM RETAIL from RNDC as recommended.
11. SECOND REVISED November & December 2024 Monthly Promotional Sale
Approved the SECOND REVISED November & December 2024 Monthly Promotional Sale as recommended.
12. Text-To-Win a Signed Collectible – November through January 2024 – MS Walker
Approved the recommended Text-To-Win a Signed Collectible – November through January 2024 – MS Walker as recommended.

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13. Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire
Approved the recommended and not recommended Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire as recommended.

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

B) Tasting Events

1. 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.
2. 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 brokers as recommended.

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

C) Spirits

1. October 2024 Spirit Warehouse Only List
Approved the recommended October 2024 Spirit Warehouse Only List (10 Primary, 10 Imported, 0 Exclusive Agent) as recommended.
2. October 2024 Appeal Request for ALB Vodka – Pine State Beverage
Approved the not recommended October 2024 Appeal Request for ALB Vodka from Pine State Beverage as recommended.
3. Coupon Offer – 12 Days of Holiday Cheer Gift Box – November 1, 2024 – December 31, 2024
Approved the recommended Coupon Offer – 12 Days of Holiday Cheer Gift Box – November 1, 2024 – December 31, 2024 as recommended.
4. Extended Limited Time Offer Requests – October 2024:
 - a) RNDC New Hampshire – Bak’s Cranberry Liqueur
Approved the recommended request from RNDC New Hampshire on behalf of Adama Imports to purchase 100 cases of #062121 Bak’s Cranberry Liqueur 750mL/6pk as an Extended Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – Twisted Shotz Party 30 Pack
Approved the recommended request from RNDC New Hampshire on behalf of Asahi USA to purchase 180 cases of #062120 Twisted Shotz Party 30 Pack 25mL/30/3 as an Extended Limited Time Offer Request as recommended.
5. Limited Time Offer Requests – October 2024:
 - a) RNDC New Hampshire – Mascota Blanco Tequila
Approved the recommended request from RNDC New Hampshire on behalf of Mascot Spirits to purchase 30 cases of #062335 Mascota Blanco Tequila 750mL/4pk as a Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – Sugarlands Field & Stream Honey Pecan Moonshine
Approved the recommended request from RNDC New Hampshire on behalf of Sugarlands Distilling Co. to purchase 300 cases of #062333 Sugarlands Field & Stream Honey Pecan Moonshine 750mL/6pk as a Limited Time Offer Request as recommended.

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- c) RNDC New Hampshire – Wyoming Whiskey Barrel Strength Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Edrington to purchase 6 cases of #062332 Wyoming Whiskey Barrel Strength Bourbon 750mL/1pk as a Limited Time Offer Request as recommended.
- d) Ruby Wines New Hampshire – Willett Wheated 8Yr Straight Bourbon
Approved the recommended request from Ruby Wines New Hampshire to purchase 66 cases of #007729 Willett Wheated 8Yr Straight Bourbon 750mL/6pk as a Limited Time Offer Request as recommended.
- e) Southern Glazer’s Wine and Spirits – Ardbeg Y2K
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy to purchase 5 cases of #062240 Ardbeg Y2K 700mL/1pk as a Limited Time Offer Request as recommended.
- f) Southern Glazer’s Wine and Spirits – Elijah Craig 18 Yr Single Barrel Bourbon
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to purchase 108 cases of #002106 Elijah Craig 18 Yr Single Barrel Bourbon 750mL/3pk as a Limited Time Offer Request as recommended.
- g) Southern Glazer’s Wine and Spirits – Espolon Flor de Oro Reposado Tequila
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Campari to purchase 50 cases of #062405 Espolon Flor de Oro Reposado Tequila 750mL/6pk as a Limited Time Offer Request as recommended.
- h) Southern Glazer’s Wine and Spirits – FEW Smashing Pumpkins Straight Bourbon Whiskey
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to purchase 10 cases of #062237 FEW Smashing Pumpkins Straight Bourbon Whiskey 750mL/6pk as a Limited Time Offer request as recommended.
- i) Southern Glazer’s Wine and Spirits – Glenmorangie 23YO Azuma Makoto Limited Edition
Approved the recommended Request from Southern Glazer’s Wine and Spirits on behalf of Moet Hennessy to purchase 12 cases of #062242 Glenmorangie 23YO Azuma Makoto Limited Edition 750mL/6pk as a Limited Time Offer Request as recommended.
- j) Southern Glazer’s Wine and Spirits – Johnnie Walker Blue Ice Chalet
Approved the recommended Request from Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 16 cases of #062238 Johnnie Walker Blue Ice Chalet 750mL/3pk as a Limited Time Offer Request as recommended.
- k) Southern Glazer’s Wine and Spirits – Orphan Barrel Woven Honor
Approved the recommended Southern Glazer’s Wine and Spirits on behalf of Diageo to purchase 20 cases of #062243 Orphan Barrel Woven Honor 750mL/6pk as a Limited Time Offer Request as recommended.
- l) Southern Glazer’s Wine and Spirits – Parker’s Heritage Collection 18th Edition 14yr Malt
Approved the recommended Southern Glazer’s Wine and Spirits on behalf of Heaven Hill to purchase 43 cases of #062235 Parker’s Heritage Collection 18th Edition 14yr Malt 750ml/3pk as a Limited Time Offer Request as recommended.
- m) Southern Glazer’s Wine and Spirits – Stranahan’s Blue Peak Kentucky Bourbon Cask Finish American Whiskey
Approved the recommended Southern Glazer’s Wine and Spirits on behalf of Proximo Spirits to purchase 20 cases of #062246 Stranahan’s Blue Peak Kentucky Bourbon Cask

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Finish American Whiskey 750mL/6pk as a Limited Time Offer Request as recommended.

- n) Southern Glazer's Wine and Spirits – Tequila Ocho Plata Puntas Overproof
Approved the recommended Southern Glazer's Wine and Spirits on behalf of Heaven Hill to purchase 22 cases of #062236 Tequila Ocho Plata Puntas Overproof 750mL/6pk as a Limited Time Offer Request as recommended.
 - o) Southern Glazer's Wine and Spirits – Tin Cup 14-Year Whiskey
Approved the recommended Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to purchase 20 cases of #062234 Tin Cup 14-Year Whiskey 750mL/6pk as a Limited Time Offer Request as recommended.
 - p) Southern Glazer's Wine and Spirits – Wild Turkey Jimmy Russell 70th Anniversary
Approved the recommended Southern Glazer's Wine and Spirits on behalf of Campari to purchase 70 cases of #062404 Wild Turkey Jimmy Russell 70th Anniversary 750mL/12pk as a Limited Time Offer Request as recommended.
 - q) Southern Glazer's Wine and Spirits – Woodinville 8 Yr
Approved the recommended Southern Glazer's Wine and Spirits on behalf of Moet Hennessy to purchase 2 cases of #062239 Woodinville 8 Yr 750mL/6pk as a Limited Time Offer Request as recommended.
 - r) Tamworth Distilling – Spruce & Goose Whiskey
Approved the recommended Tamworth Distilling to purchase 20 cases of #062323 Spruce & Goose Whiskey 200mL/12pk as a Limited Time Offer Request as recommended.
 - s) Tamworth Distilling – Tamworth Garden Damson Plum Gin
Approved the recommended Tamworth Distilling to purchase 60 cases of #062448 Tamworth Garden Damson Plum Gin 750mL/12 pk as a Limited Time Offer Request as recommended.
6. One-Time Buy Requests – October 2024:
- a) Martignetti Companies of NNE – Glenfiddich 19-Year-Old Bourbon Barrel Single Malt Scotch
Approved the recommended request from Martignetti Companies of NNE on behalf of William Grant to purchase 20 cases of #062124 Glenfiddich 19-Year-Old Bourbon Barrel Single Malt Scotch 750mL/6pk as recommended.
 - b) Southern Glazer's Wine and Spirits – Stranahan's Single Barrel American Whiskey #18-1378
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Proximo Spirits to purchase 37 cases of #062247 Stranahan's Single Barrel American Whiskey #18-1378 750mL/6pk as recommended.
 - c) Southern Glazer's Wine and Spirits – WhistlePig Beyond Bonded Bourbon
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW LTD. to purchase 32 cases of #062245 WhistlePig Beyond Bonded Bourbon 750mL/6pk as recommended.
 - d) Southern Glazer's Wine and Spirits – WhistlePig Beyond Bonded Rye
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW LTD to purchase 64 cases of #062244 WhistlePig Beyond Bonded Rye 750mL/6pk as recommended.

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7. Second Additional December 2024 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
Approved the recommended Second Additional December 2024 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits as recommended.
8. Special Allowance Offers – January 2025 – Spirits:
Approved the recommended Special Allowance Offers – January 2025 – Spirits as follows:
 - a) Martignetti Companies of NNE as recommended.
 - b) RNDC New Hampshire as recommended.
 - c) Ruby Wines New Hampshire as recommended.
 - d) Southern Glazer’s Wine and Spirits as recommended.
 - e) MS Walker as recommended.
9. Special Allowance Offers Close Out – January 2025 – Spirits:
Approved the recommended Special Allowance Offers Close Out – January 2025 – Spirits as follows:
 - a) Bay State Wine & Spirits as recommended.
 - b) Pine State Trading as recommended.
10. Spirits Test Market Results for Week Ending 10/27/2024
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:
#1050 Don Fulano Reposado 750mL/6 – \$64.99 (Pine State Beverage)
#1087 Don Fulano Blanco 750mL/6 – \$54.99 (Pine State Beverage)
Specialty: None at this time.
Limited: None at this time.
Delist:
#7656 Howies Spiked Cherries 355mL/8 – \$9.99 (Martignetti Companies of New England)
11. Test Market Requests – October 2024:
 - a) Ruby Wines New Hampshire – Suau Orange Liqueur
Approved the recommended request from Ruby Wines of New Hampshire on behalf of Stoller to offer #062127 Suau Orange Liqueur 750mL/6pk for Test Market Listing as recommended.
 - b) Southern Glazer’s Wine and Spirits – Barrelsmith Manhattan
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Park Street Imports to offer #062239 Barrelsmith Manhattan 750mL/6pk for Test Market Listing as recommended.
 - c) Southern Glazer’s Wine and Spirits – Kijafa Cherry Liqueur
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of MHW to offer #062250 Kijafa Cherry Liqueur 750mL/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.

V) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

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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