

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of November 7, 2024 Meeting

Meeting commenced at 10:30 a.m.

Present: Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL.

Attended for Employee Certificate Presentation: Kelly Mathews, Kathy Boudreau, Karen Garneau, Rebecca Fleming, June Tillotson, Nancy Valpey and Susan Rafferty.

Excused: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

Employee Certificate Presentation:

Kelly Mathews, Chief Human Resources Administrator, presented June Tillotson with her ten-year certificates and pin. Administrator Mathews and Ms. Tillotson have worked together for all ten of those years. Administrator Mathews thanked Ms. Tillotson for being part of her team, and for being so thoughtful and supportive.

Deputy Commissioner Brassard Jordan thanked Ms. Tillotson for all she has done for the Commission, during her ten years.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD October 31, 2024.

TABLED the minutes from the October 31, 2024 Commission Meeting.

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

Zach Edgecomb forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson reported 113,560 inbound cases and 97,939 outbound cases. Inventory reached 965,916 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met, and things are running exactly as they should.

IV) MARKETING AND SALES REPORT

1) James Richards, Store Operations Administrator, 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.

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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 50 outlet employees participated in a training opportunity on November 6 to learn more about Ready to Drink (RTD) cocktails. This is a fast-growing category, and the training will enhance our ability to assist customers. Administrator Richards thanked our vendor and broker partners for making this training opportunity possible.

Administrator Richards also reported that outlets will be open regular hours on Monday, November 11. He thanked all veterans for their service, as well our employees who are veterans.

3) Merchandising Report

A) Wine

1. Additional Size Request – RNDC New Hampshire

Approved the recommended Additional Size Request – RNDC New Hampshire – Taittinger Brut Francaise as recommended.

2. Appeal Requests:

Approved the recommended Appeal Requests as follows:

- a) Ruby Wines New Hampshire – Domaine Bousquet Pinot Noir Reserve as recommended.
- b) Ruby Wines New Hampshire – Sadler's Well Chardonnay as recommended.
- c) Southern Glazer's Wine and Spirits – Ferrari-Carano Pinot Grigio as recommended.

3. Special Allowance Offers – January 2025 – Wine:

Approved the recommended Special Allowance Offers – January 2025 – 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.

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 11/07/2024

Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 11/07/2024 from miscellaneous brokers as recommended.

6. Recommended & Not Recommended Kobrand Allocated Wines for Distribution to Selected Stores 11/07/2024

Approved the recommended and not recommended Kobrand Allocated Wines for Distribution to Selected Stores 11/07/2024 as recommended.

7. Request for Wine Specialty Status – RNDC New Hampshire

Approved the recommended Request for Wine Specialty Status from RNDC New Hampshire as recommended.

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8. Roll Out Results for September 2024 – October 2024 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for September 2024 – October 2024 – EXPAND DISTRIBUTION from Ruby Wines as recommended.
9. Roll Out Results – September 2024 – October 2024 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – September 2024 – October 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
10. Test Market Results for July 2024 – October 2024 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for July 2024 – October 2024 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
11. Test Results – July 2024 – October 2024 – REMOVE FROM RETAIL
Approved the recommended Test Results – July 2024 – October 2024 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
12. Wine Multi Bottle Promotion – January 2025 – Pine State Beverage
Approved the recommended Wine Multi Bottle Promotion – January 2025 from Pine State Beverage as recommended.

For Information Only

13. Status of 2024 Roll Out Items
14. Status of 2024 Test Items

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

No items this week.

C) Spirits

1. Limited Time Offer Requests – October & November 2024:
 - a) RNDC New Hampshire – The Macallan 25 Year Single Malt Scotch, The Macallan Time Space Mastery, The Macallan Harmony IV, The Macallan 18YO DC, The Macallan Classic Cut, and The Macallan a Night on Earth
Approved the recommended Limited Time Offer Requests – October 2024 from RNDC New Hampshire to purchase the following:
 - 4 cases of #000368 The Macallan 25 Year Single Malt Scotch 750mL/3 as recommended.
 - 3 cases of #062449 The Macallan Time Space mastery 700mL/3 as recommended.
 - 130 cases of #062450 The Macallan Harmony IV 750mL/6 as recommended.
 - 7 cases of #007367 The Macallan 18YO DC as recommended.
 - 52 cases of #002383 The Macallan Classic Cut 750mL/12 as recommended.
 - 50 cases of #062452 The Macallan a Night on Earth 750mL/6 as recommended.
 - b) Southern Glazer's Wine and Spirits – Bulleit Bourbon Single Barrel 4-E3-925, Bulleit Bourbon Single Barrel 4-B3-660, Bulleit Bourbon Single Barrel 5-B4-078, and Bulleit Bourbon Single Barrel 5-B4-095
Approved the recommended Limited Time Offer Requests – November 2024 from Southern Glazer's Wine and Spirits to purchase the following:
 - 19 cases of #062419 Bulleit Bourbon Single Barrel 4-E3-925 750mL/6 as recommended.
 - 19 cases of #062420 Bulleit Bourbon Single Barrel 4-B3-660 750mL/6 as recommended.

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- 19 cases of #062421 Bulleit Bourbon Single Barrel 5-B4-078 750mL/6 as recommended.
21 cases of #062422 Bulleit Bourbon Single Barrel 5-B4-095 750mL/6 as recommended.
- c) Southern Glazer's Wine and Spirits – George Dickel Single Barrel 9yr #26302, George Dickel Single Barrel 9yr #23409, and George Dickel Single Barrel 9yr #23107
Approved the recommended Limited Time Offer Requests – November 2024 from Southern Glazer's Wine and Spirits to purchase the following:
16 cases of #062431 George Dickel Single Barrel 9yr #26302 750mL/12 as recommended.
14 cases of #062434 George Dickel Single Barrel 9yr #23409 750mL/12 as recommended.
17 cases of #062435 George Dickel Single Barrel 9yr #23107 750mL/12 as recommended.
- d) Southern Glazer's Wine and Spirits - George Dickel Single Barrel 15yr #15512, George Dickel Single Barrel 15yr #17407, George Dickel Single Barrel 15yr #23507, and George Dickel Single Barrel 15yr #14505
Approved the recommended Limited Time Offer Requests – November 2024 from Southern Glazer's Wine and Spirits to purchase the following:
10 cases of #062425 George Dickel Single Barrel 15yr #15512 750mL/12 as recommended.
13 cases of #062426 George Dickel Single Barrel 15yr #17407 750mL/12 as recommended.
10 cases of #062428 George Dickel Single Barrel 15yr #23507 750mL/12 as recommended.
9 cases of #062430 George Dickel Single Barrel 15yr #14505 750mL/12 as recommended.
2. One Time Buy Requests – November 2024:
- a) RNDC New Hampshire – Metcalfe's Cranberry Liqueur
Approved the recommended request from RNDC New Hampshire to purchase 50 cases of #008269 Metcalfe's Cranberry 750mL/6 as recommended.
- b) Southern Glazer's Wine and Spirits – Knob Creek Single Barrel Select Bourbon #20149C, Knob Creek Single Barrel Select Bourbon #20150B, Knob Creek Single Barrel Select Bourbon #20151A, Knob Creek Single Barrel Select Bourbon #20151C, Knob Creek Single Barrel Select Bourbon #20150A, Knob Creek Single Barrel Select Bourbon #20150C, Knob Creek Single Barrel Select Bourbon #20151B, and Knob Creek Single Barrel Select Bourbon #20152C
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase the following:
30 cases of #062411 Knob Creek Single Barrel Select Bourbon #20149C 750mL/6 as recommended.
30 cases of #062412 Knob Creek Single Barrel Select Bourbon #20150B 750mL/6 as recommended.
30 cases of #062413 Knob Creek Single Barrel Select Bourbon #20151A 750mL/6 as recommended.
30 cases of #062414 Knob Creek Single Barrel Select Bourbon #20151C 750mL/6 as recommended.

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30 cases of #062415 Knob Creek Single Barrel Select Bourbon #20150A 750mL/6 as recommended.

30 cases of #062146 Knob Creek Single Barrel Select Bourbon #20150C 750mL/6 as recommended.

30 cases of #062147 Knob Creek Single Barrel Select Bourbon #20151B 750mL/6 as recommended.

30 cases of #062418 Knob Creek Single Barrel Select Bourbon #20152C 750mL/6 as recommended.

- c) Southern Glazer's Wine and Spirits – Maker's Mark Private Selection “Velvet Cocoa” Barrel #10491, Maker's Mark Private Selection “Dark Night” Barrel #10492, and Maker's Mark Private Selection “Mom's Banana Bread” Barrel #10664

Approved the recommended request from Southern Glazer's Wine and Spirits to purchase the following:

42 cases of #062407 Maker's Mark Private Selection “Velvet Cocoa” Barrel #10491 750mL/6 as recommended.

42 cases of #062408 Maker's Mark Private Selection “Dark Night” Barrel #10492 750mL/6 as recommended.

42 cases of #062409 Maker's Mark Private Selection “Mom's Banana Bread” Barrel #10664 750mL/6 as recommended.

3. Second Additional November 2024 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits

Approved the recommended Second Additional November 2024 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits as recommended.

4. Third Additional December 2024 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits

Approved the recommended Third Additional December 2024 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits as recommended.

5. REVISED Spirits Test Market Results for Week Ending 10/27/2024

Approved the recommended REVISED Spirits Test Market Results for Week Ending 10/27/2024. This request was approved at the October 31, 2024, Commission meeting with the wrong Recommendation for #1087 Don Fulano Blanco 750mL/6. This revised memo, with a correction to the Recommendation for #1087 Don Fulano Blanco 750mL/6, is being submitted for Commission approval.

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)

6. Spirits Test Market Results for Week Ending 11/03/2024

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:

#60439 Hell House American Legend Whiskey 750mL/6 - \$54.99 (RNDC New Hampshire)

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Specialty:

#5528 – Simply Vermont Cassis 750mL/12 - \$25.99 (RNDC New Hampshire)

#8667 – Alc-A-Chino Bourbon Vanilla Spiked Latte 355mL/4/6 - \$12.99 (Martignetti Companies of NNE)

Limited:

#8747 – 15 Stars Private Stock 8 & 15 750mL/6 - \$139.99 (RNDC New Hampshire)

#8750 Kikori Single Malt 750mL/6 - \$44.99 (Southern Glazer's Wine and Spirits)

Delist:

#8613 Jim Beam Rye 750mL/12 - \$19.99 (Southern Glazer's Wine and Spirits)

#8644 – Angostura 5YR Gold Rum 750mL/6 - \$21.99 (Southern Glazer's Wine and Spirits)

#8647 Bimini Coconut Gin 750mL/6 - \$34.99 (RNDC New Hampshire)

#8650 – Fishers Island Lemonade Beach Variety 355mL/8/3 - \$32.99 (Pine State Beverage)

#8740 – Jack Daniel's & Ginger 355mL/4/6 - \$12.99 (RNDC New Hampshire)

#8745 – 15 Stars First West Rye 750mL/6 - \$89.99 (RNDC New Hampshire)

7. REVISED October 2024 Test Market Request for Barrelsmith Manhattan – Park Street Imports – Southern Glazer's Wine and Spirits

Approved the recommended REVISED request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports to off #062249 Barrelsmith Manhattan 750mL/6 as recommended. This request was approved at the October 31, 2024, Commission meeting with the wrong brand code listed.

8. Test Market Requests – October & November 2024:

- a) Martignetti Companies of NNE – Tres Agave Reposado Tequila

Approved the recommended request from Martignetti Companies of NNE to offer #003567 Tres Agave Reposado Tequila 750ml/6 for a Test Market Listing as recommended.

- b) Pine State Beverage – Ron del Barrilito 3 Star Rum

Approved the recommended request from Pine State Beverage to offer #004205 Ron del Barrilito 3 Star Rum 750mL/6 for a Test Market Listing as recommended.

- c) Pine State Beverage – Russo Crema di Pistachio

Approved the recommended request from Pine State Beverage to offer #004161 Russo Crema di Pistachio 750mL/6 for a Test Market Listing as recommended.

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan 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.

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

At 10:52 a.m. the meeting was adjourned.

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