

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of November 14, 2024 Meeting

Please note – There will not be a Commission Meeting the week of Thanksgiving.

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; Joseph Wallenhorst, DHL.

Attended for Employee Certificate Presentation: Nichole Wilson, Sandra Benetter, Linda Duval, Natasha Long, Taylor Wagner, Amelia Ortega, Bill Beaudet, and Ron Shute.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

Employee Certificate Presentations:

Linda Duval presented Nichole Wilson with a certificate and pin for twenty years of service with the State of New Hampshire. She also presented Sandra Benetter with a certificate and pin for ten years of service. Ms. Duval thanked Ms. Wilson and Ms. Benetter for their great work.

Chairman Mollica and Deputy Commissioner Brassard Jordan congratulated Ms. Wilson and Ms. Benetter for reaching these milestones and thanked them for all they do for the Commission.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETINGS HELD October 31, 2024 and November 7, 2024.

Chairman Mollica made a motion to remove the October 31, 2024 minutes from the table. Deputy Commissioner Brassard Jordan seconded the motion. Chairman Mollica accepted the October 31, 2024 minutes.

Deputy Commissioner Brassard Jordan accepted the minutes from the November 7, 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. Holland reported 89,473 inbound cases and 100,091 outbound cases. Inventory reached 953,731 cases.

Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met. This week looks better, for inbound, though next week looks light.

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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

James Richards, Store Operations Administrator, reported that outlets are preparing and stocking for the Thanksgiving holiday. The gift card program is going well and is one of our customers favorite promotions.

3) Merchandising Report

A) Wine

1. ADDITIONAL – NH Off-Premise Special Discount – Price Busters December 2024 – Martignetti Companies of NNE

Approved the recommended ADDITIONAL – NH Off-Premise Special Discount – Price Busters December 2024 from Martignetti Companies of NNE as recommended.

2. ADDITONAL – RNDC New Hampshire Email Coupons – December 2024

Approved the recommended ADDITONAL Email Coupons for December 2024 submitted by RNDC New Hampshire as recommended.

3. Floor Stock Adjustment for our Power Buy Program with Additional Purchase – Martignetti Companies of NNE

Approved the recommended Floor Stock Adjustment for our Power Buy Program with Additional Purchase from Martignetti Companies of NNE as recommended.

4. January, February, and March 2025 – NH Winery Display Rack Program

Approved the recommended NH Winery Display Rack Program for January, February, and March 2025 for miscellaneous brokers as recommended.

5. NH Off-Premise Special Discount – Price Busters January & February 2025

Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters for January & February 2025 from miscellaneous brokers as recommended.

6. Off-Premise Special Discount – Exclusive Grocery Price Busters January 2025

Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters for January 2025 from miscellaneous brokers as recommended.

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7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 11/14/2024
TABLED the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 11/14/2024 from miscellaneous brokers, as recommended, for further research by the Marketing Department.
8. Roll Out Requests – Multiple Brokers – January 2025
Approved the recommended and not recommended Roll Out Requests from miscellaneous brokers for January 2025 as recommended.
9. Test Market Requests – Multiple Brokers – January 2025
Approved the recommended and not recommended Test Market Requests from miscellaneous brokers as recommended.
10. Wine Outlet Price Busters – January 2025
Approved the recommended and not recommended Wine Outlet Price Busters – January 2025 from miscellaneous broker 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. 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.
3. 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 brokers 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. Limited Time Offer Request for High West Bottled in Bond Straight Rye Whiskey – November 2024 – Constellation Brands – RNDC New Hampshire
Approved the recommended request from RNDC New Hampshire on behalf of Constellation Brands to purchase 56 cases of #060774 High West Bottled in Bond Straight Rye Whiskey 750mL/6 as a Limited Time Offer Request as recommended.

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2. REVISED November 2024 One Time Buy Request for Knob Creek Private Select Barrel Buys – Suntory Global Spirits – Southern Glazer’s Wine and Spirits
This memo was approved at the November 1, 2024, Commission meeting with the wrong brand code for *062417 Knob Creek Single Barrel Select Bourbon #0151B. This revised memo with a correction to the brand code for *062417 Knob Creek Single Barrel Select Bourbon #20151B, is being submitted for Commission approval.
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Suntory Global Spirits for the purchase of 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.
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.
3. One Time Buy Requests – November 2024:
 - a) Pine State Beverage – 2XO Sneakerhead Blend Bourbon Whiskey
Approved the recommended request from Pine State Beverage on behalf of Prestige Beverage Group to purchase 28 cases of #062481 2XO Sneakerhead Blend Bourbon Whiskey 750mL/6 as recommended.
 - b) Southern Glazer’s Wine & Spirits – FEW Smokeworks Malt Whiskey
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Heaven Hill to purchase 10 cases of #062490 FEW Smokeworks Malt Whiskey 750mL/6 as recommended.
4. Second January 2025 Special Allowance Offers – Spirits:
Approved the recommended Second January 2025 Special Allowance Offers – Spirits as follows:
 - a) RNDC New Hampshire as recommended.
 - b) Southern Glazer’s Wine and Spirits as recommended.
5. Special Allowance Offers - February 2025 – Spirits:
Approved the recommended Special Allowance Offers - February 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.

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- e) MS Walker as recommended.
- 6. Spirits Test Market Results for Week Ending 11/10/2024
Approved the following product 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:
 - #1052 Whipshots Vanilla 200mL/12 – \$14.99 (RNDC New Hampshire)
 - #1429 Buchanan’s Deluxe Scotch 12Yr 375mL/24 – \$17.99 (Southern Glazer’s Wine and Spirits)**Specialty:**
 - #8757 Swear Jar Candied Green Apple Whisky 750mL/12 – \$24.99 (Stone Fence Beverage)
 - #8766 Yellowstone Special Toasted Finish 750mL/6 – \$49.99 (RNDC New Hampshire)
 - #8773 Fabrizia Limoncello Spritz 750mL/6 – \$21.99 (Southern Glazer’s Wine and Spirits)**Limited:**
 - #4170 Simply Chocolate Liqueur 750mL/12 – \$25.99 (Southern Glazer’s Wine and Spirits)
 - #8731 Tooters Hard Sarsaparilla 375/mL/12 – \$10.99 (MS Walker)
 - #8732 Tooters On The Tea 375mL/12 – \$10.99 (MS Walker)
 - #8762 Zarza Silver Tequila 750mL/6 – \$49.99 (RNDC New Hampshire)
 - #8765 Ezra Brooks Rye 99 750mL/6 – \$24.99 (RNDC New Hampshire)**Delist:**

None at this time.
- 7. Test Market Requests – November 2024:
 - a) Pine State Beverage – 2XO French Oak Bourbon Whiskey
Approved the recommended request from Pine State Beverage to offer #062479 2XO French Oak Bourbon Whiskey 750mL/6 for Test Market Listing as recommended.
 - b) Pine State Beverage – Tippy Cow Vanilla Soft Serve Rum, Tippy Cow Chocolate Shake Rum Cream, and Tippy Cow Shamrock Mint Rum Cream
Approved the recommended request from Pine State Beverage to offer #005283 Tippy Cow Vanilla Soft Serve Rum 750mL/6, #005295 Tippy Cow Chocolate Shake Rum Cream 750mL/6 and #061673 Tippy Cow Shamrock Mint Rum Cream 750mL/6 for Test Market Listing as recommended.
 - c) RNDC New Hampshire – Fever-Tree Espresso Martini Mix
Approved the recommended request from RNDC New Hampshire on behalf of Fever-Tree to offer #062459 Fever-Tree Espresso Martini Mix 500mL/8 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.

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 10:48 a.m. the meeting was adjourned.

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