

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of November 21, 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.

Attended for Employee Certificate Presentation: Craig Boudreau, Kathy Boudreau, Cindy Douglas, Karyn Myers, Nichole Wilson, and Steve Gagnon.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

Employee Certificate Presentations:

Store Operations Administrator, Jim Richards, presented Craig Boudreau with a certificate and pin for 30 years of service with the State of New Hampshire and the Liquor Commission. The other supervisors were not able to be present, but Administrator Richards extended congratulations on their behalf. Administrator Richards recognized Mr. Boudreau for being steadfast and reliable; a go-to person on the team. Over the years, he has been a great resource for other employees in all areas – training, volunteers, merchandizing, systems, etc. Administrator Richards thanked him for his time and contributions to the Liquor Commission.

Chairman Mollica and Deputy Commissioner Brassard Jordan congratulated Mr. Boudreau on his milestone and thanked him for his years of service.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD November 14, 2024.

Chairman Mollica made a motion to accept the minutes from the November 14, 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

Zach Edgecomb forwarded the KPI Report to the Commission and it has been reviewed. Mr. Holland reported 127,224 inbound cases and 100,145 outbound cases. Inventory reached 976,464 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met. The team is gearing up for the week of Thanksgiving.

IV) MARKETING AND SALES REPORT

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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) Recommendation Holiday 2024 Security Details

Referred the Recommendation Holiday 2024 Security Details to Store Operations.

At the request of Administrator Richards, Deputy Commissioner Brassard Jordan made a motion to refer the Recommendation Holiday 2024 Security Details back to Store Operations. Chairman Mollica seconded the motion. The motion was unanimously adopted.

James Richards, Store Operations Administrator, reported that the Bonus Card Program continues to be strong. Outlets are open extended hours the day before Thanksgiving. They are closed Thanksgiving Day and reopen on Friday with regular hours.

3) Merchandising Report

A) Wine

1. June through September 2024 Appeal Request for Pizzolato Sparkling MUSE Prosecco – Bay State Wine & Spirits

Approved the recommended June through September 2024 Appeal Request for Pizzolato Sparkling MUSE Prosecco from Bay State Wine as recommended.

2. 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.

3. Promotional Pricing – One Time Buy 27194 Buena Vista Victoire Champagne

Approved the recommended Promotional Pricing – One Time Buy 27194 Buena Vista Victoire Champagne as recommended.

4. REVISED Roll Out Requests – Multiple Brokers – January 2025

Approved the recommended REVISED Roll Out Requests from Multiple Brokers for January 2025, with a code correction, 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. In-Store Tasting – Martignetti with Manchester Distillery – December 2024

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Approved the recommended December 2024 In-Store Tasting from Martignetti with Manchester Distillery 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 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 as recommended.

4. February 2025 NH Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended February 2025 NH Liquor & Wine Outlet In-Store Events 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. E-Coupon Offers – Spirits – January 2025

Approved the E-Coupon Offers – Spirits for January 2025 as recommended.

2. Limited Offer Requests – November 2024:

a) RNDC New Hampshire – High West a Midwinter Nights Dram

Approved the recommended request from RNDC New Hampshire on behalf of Constellation Spirits to purchase TBD # cases of #001207 High West a Midwinter Nights Dram 750mL/6pk as a Limited Offer Request as recommended.

b) Southern Glazer's Wine and Spirits – Nikka 9 Decades Japanese Whisky

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Hotaling & Co. to purchase 1 case of #062491 Nikka 9 Decades Japanese Whisky 700mL/2 as a Limited Offer Request as recommended.

3. Multi-Bottle Offers – Spirits – January 2025

Approved the recommended Multi-Bottle Offers – Spirits – January 2025 as recommended.

4. One Time Buy for Horse Soldier Barrel Select Buy – E&J Gallo – Pine State Beverage – October 2024

Approved the recommended request from Pine State Beverage on behalf of E&J Gallo for the purchase of the following:

20 cases of #062210 The Horse Soldier Barrel Select 1 750mL/6 as recommended.

26 cases of #062185 The Horse Soldier Barrel Select 2 750mL/6 as recommended.

17 cases of #062184 The Horse Soldier Barrel Select 3 750mL/6 as recommended.

5. Outlet Price Busters Offers – Spirits – January 2025

Approved the recommended Outlet Price Busters Offers – Spirits for January 2025 as recommended.

6. Third January 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits

Approved the recommended Third January 2025 Special Allowance Offers – Spirits from Southern Glazer's Wine and Spirits as recommended.

7. Special Allowance Offers – February 2025 - Spirits – Stone Fence Beverage

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Approved the recommended Special Allowance Offers – February 2025 – Spirits from Stone Fence Beverage as recommended.

8. Spirits Test Market Results for Week Ending 11/17/2024

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:

#60411 Don Julio 1942 375mL/12 – \$89.99 (Southern Glazer’s Wine and Spirits)

Specialty:

None at this time

Limited:

None at this time

Delist:

#8756 Curamia Blanco 750mL/6 - \$39.99 (RNDC New Hampshire)

#7287 Nikka Days Whiskey 750mL/6 – \$49.99 (Southern Glazer’s Wine and Spirits)

9. Test Market Requests – November 2024:

a) Pine State Beverage – Glendalough Pot Still Irish Whiskey

Approved the recommended request from Pine State Beverage to offer #062494 Glendalough Pot Still Irish Whiskey 750mL/6 for Test Market Listing as recommended.

b) Southern Glazer’s Wine and Spirits – Angel’s Envy Triple Oak Cask Bourbon

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Bacardi Brands to offer #062486 Angel’s Envy Triple Oak Cask Bourbon 750mL/6 for Test Market Listing as recommended.

c) Southern Glazer’s Wine and Spirits – Santa Teresa Coffee Cask Rum

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Bacardi Brands to offer #062487 Santa Teresa Coffee Cask Rum 750mL/6 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.

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

At 10:47 a.m. the meeting was adjourned.

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