

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of August 26, 2021 Meeting

Meeting commenced at 10:32 a.m.

Present: Chairman Joseph Mollica; Lorrie Piper, Director of Sales, Marketing, Merchandising and Distribution; James Richards, Store Operations Administrator; Lisa Gosselin, Wine Marketing Specialist; Chad Gibson, Wine Marketing Specialist; Director Mark Armaganian and Nancy Couture, Enforcement; Patrick Kerns from DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Spirits Marketing Specialist

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 19, 2021

Chairman Mollica accepted the minutes from the August 19, 2021 Commission Meeting.

### III) ADMINISTRATION

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

Mr. Kerns forwarded the KPI Report to the Commission and it has been reviewed. Mr. Kerns reported that they remain busy. They had a good volume week in both inbound and outbound, with 111,445 inbound cases and 114,470 outbound cases. Inventory came in at 1,002,597 cases for the week. All KPIs were met.

They will be very busy again this week. Deliveries were made to Claremont. They'll deliver to Claremont again on Monday and then deliver one last clean up load right before they open. DHL is hosting an associate lunch today, for all three shifts, to show their appreciation for hard work this summer.

They have some fly-in support still here through next week, and continue to recruit in an effort to stay ahead of things.

Chairman Mollica thanked DHL for all their help on the Claremont Outlet. He acknowledged there were some delays in getting in there, due to shelving, and he appreciated DHL's work.

### IV) MARKETING AND SALES REPORT

#### 1) Director Piper reported on the Administrative Notices.

*For Information Only:*

A) Administrative Notice of Non Compliance to Liq 401.03

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### 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

Mr. Richards reported that things are moving along at the new Claremont Outlet. It's scheduled to open September 9<sup>th</sup> at 9:00am. Mr. Richards extended thanks to DHL for their support and flexibility, and acknowledged that it's a really beautiful store. Chairman Mollica thanked Mr. Richards for his work on the Claremont Outlet, which will be a great upgrade for that area.

Construction is progressing at Exit 17 in Concord, Gold St. in Manchester, and the new Rindge Outlet. All are on track for 2022 openings.

Mr. Richards indicated that stores are busy stocking shelves and displays for the upcoming Labor Day weekend.

### 3) Merchandising Report

#### A) Wine Marketing Specialist Gosselin

##### 1. November 2021 Special Allowance Offers – Wine:

Approved the Wine November 2021 Special Allowance Offers from the Brokers below:

- a) Martignetti Companies - as recommended.
- b) Perfecta Wine Company - as recommended.
- c) Pine State Beverage - as recommended.
- d) M.S. Walker - as recommended.

After review of each of the Wine items listed above, Chairman Mollica accepted the recommendations as presented by Ms. Gosselin.

#### B) Wine Marketing Specialist Gibson

##### 1. Approved Vendor Request to Implement Closeout K Pricing

Approved the not recommended Approved Vendor Request to Implement Closeout K Pricing as recommended.

##### 2. August 2021 One Time Buy Bedrock Ode to Lulu Rose with Revised Pricing – Perfecta Wine Company

Approved the One Time Buy of #35298 Bedrock Ode to Lulu Rose 750ml/12pk (217 bottles) submitted by Perfecta Wine Company as recommended.

##### 3. One Time Purchase & Distribution for our Power Buy Program – Misc. Brokers

Approved the not recommended One Time Purchase & Distribution for our Power Buy Program submitted by miscellaneous Brokers as recommended.

##### 4. Recommended Closeout of Remaining Power Buy Inventory

Approved the Recommended Closeout of Remaining Power Buy Inventory as recommended.

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5. Special Exception Just Fruity – Bay State Wine & Spirits  
Approved the request from Baystate Wine & Spirits for a special exception for #TBD Just Fruity Watermelon Splash 750ml/12pk, #TBD Just Fruity Strawberry Fields 750ml/12pk, and #TBD Just Fruity Mango 750ml/12pk as recommended.
6. Sweepstakes – “Capture the Whole Picture with Whole Cluster” from Willamette Valley Vineyards & Southern Glazer’s Wine & Spirits – August & September 2021  
Approved the request from Southern Glazer's Wine & Spirits on behalf of Willamette Valley Vineyards to conduct a "Capture the Whole Picture with Whole Cluster" Cannon Camera Package text to win sweepstakes for the monthly promotional periods of September 2021 and October 2021 only 08/30/21 thru 10/31/21 on #11238 Willamette Valley Vineyards Whole Cluster Pinot Noir 750ml.  
**The date range in the subject line of the memo is incorrect. The promotional period is September and October, as noted in the memo.**
7. Additional September 2021 NH Liquor & Wine Outlet In-Store Events  
Approved the Additional September 2021 NH Liquor & Wine Outlet In-Store Events as recommended.

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

### C) Spirits Marketing Specialist Roy & Spirits Marketing Consultant Gerrish

1. Appeal – St. Elder Pamplemousse Pink Grapefruit  
TABLED the request from MS Walker to reinstate #5303 St. Elder Pamplemousse Pink Grapefruit 750ml for additional work by the Marketing Department.
2. Change in Status – August 2021 – Southern Glazer’s Wine and Spirits – Clase Azul Reposado Tequila  
Approved the request from Sothern Glazers Wine and Spirits on behalf of Clase Azul Distilling to change the Status on #2482 Clase Azul Reposado Tequila 750ml from Full Distribution to Limited Distribution as recommended.
3. October E-Coupons  
Approved the October Spirit E-Coupons as recommended.
4. One Time Buy Requests – August 2021:
  - a) Martignetti Companies - Balvenie Single Malt 30 Year  
Approved the request from Martignetti Companies of Northern New England on behalf of William Grant & Sons to purchase #717 Balvenie Single Malt 30 year 750ml/3pk (1 case) as a One Time Buy as recommended.
  - b) Martignetti Companies – Cold River Distiller’s Reserve Vodka  
Approved the request from Martignetti Companies of Northern New England on behalf of Maine Distilling to purchase #1691 Cold River Distiller’s Reserve Vodka 750ml/6pk (20 cases) as a One Time Buy as recommended.
  - c) Tamworth Distilling - AITA Apple Crisp Cordial  
Approved the request from Tamworth Distilling of New Hampshire to purchase #TBD AITA Apple Crisp Cordial 750ml/12pk (20 cases) as a One Time Buy as recommended.

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5. November 2021 Special Allowance Offers – Spirits:  
Approved the Spirits November 2021 Special Allowance Offers from the Brokers below:
  - a) Martignetti Companies - as recommended.
  - b) Perfecta Wine Company - as recommended.
  - c) Pine State Beverage - as recommended.
  - d) M.S. Walker - as recommended.
6. Test Market Requests – August 2021 – Southern Glazers Wine and Spirits:
  - a) Cincoro Reposado Tequila  
Approved the request from Southern Glazers Wine and Spirits of New England on behalf of Park Street/Cinco Spirits to offer #7021 Cincoro Reposado Tequila 750ml as a test market listing as recommended.
  - b) Edinburgh Gin  
Approved the request from Southern Glazers Wine and Spirits of New England on behalf of Shaw Ross to offer #2447 Edinburgh Gin 750ml as a test market listing as recommended.
  - c) Los Sundays Blanco Tequila  
Approved the request from Southern Glazers Wine and Spirits of New England on behalf of Shaw Ross to offer #TBD Los Sundays Blanco Tequila 750ml as a test market listing as recommended.
  - d) Malibu Strawberry Daiquiri RTD & Malibu Pina Colada RTD  
Approved the request from Southern Glazers Wine and Spirits of New England on behalf of Pernod Ricard to offer #TBD Malibu Strawberry Daiquiri RTD 4pk/355ml and Malibu Pina Colada RTD 4pk/355ml as test marketing listings as recommended.
  - e) Ron Barcelo Anejo Rum  
Approved the request from Southern Glazers Wine and Spirits of New England on behalf of Shaw Ross to offer #TBD Ron Barcelo Anejo Rum 750ml as a test marketing listing as recommended.
  - f) Whistle Pig Farmstock Rye  
Approved the request from Southern Glazers Wine and Spirits of New England on behalf of Whistle Pig Distillery to offer #1457 Whistle Pig Farmstock Rye 750ml as a test marketing listing as recommended.
7. Test Market Results for Week Ending 08/22/2021  
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:  
**Granted Specialty Distribution:**  
#5761 Midnight Moon Watermelon 750ml- \$23.99 (Piedmont Distillers/Horizon Beverage Co.)  
#6207 Dos Hombres Mezcal Joven 750ml- \$64.99 (MHW Ltd./Southern Glazer's Wine & Spirits)  
#6302 LIQS Lemon Drop Vodka Shots 4pk 50ml- \$10.99 (E&J Gallo/Pine State Beverage)

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After review of each of the Spirits items listed above, Chairman Mollica accepted the recommendations, as prepared by Mr. Roy and Mr. Gerrish, and presented by Mr. Gibson.

### 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 10:45 a.m. the meeting was adjourned.

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