

NEW HAMPSHIRE LIQUOR COMMISSION
Minutes of August 22, 2019 Meeting

Meeting commenced at 10:35 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Rosemary Wiant, Director of Administration and COO; Administrator; Lisa Gosselin, Wine Marketing Specialist; Chad Gibson, Wine Marketing Specialist; Mark Roy, Spirits Marketing Specialist; Director Mark Armaganian and Nancy Couture, Enforcement; Patrick Kerns from DHL.

Excused: James Richards, Store Operations

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING
HELD August 15, 2019.

Chairman Mollica made a motion to accept the minutes from the August 15, 2019 Commission Meeting. Deputy Commissioner Brassard Jordan seconded the motion. The motion was unanimously adopted.

III) ADMINISTRATION

- 1) Director Wiant did not have anything to report.
- 2) DHL - Key Performance Indicators (KPI's) Report Update

Mr. Kerns forwarded the KPI Report to the Commission and it's been reviewed. Mr. Kerns reported that inbound and outbound numbers have been solid. Inventory increased to 1,021,298. There were no service issues. They've finished delivering to store 60 in West Lebanon.

Chairman Mollica commented that things are looking good at store 60.

IV) MARKETING AND SALES REPORT

- 1) Director Wiant 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.

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2) Store Operations

James Richards was excused from today's meeting. Mark Roy reported on his behalf.

1. Proposed Year Round Store Hours of Operation

After review of the amended proposed year round store hours of operation, Deputy Commissioner Brassard Jordan made a motion to approve the recommendation as presented by Mr. Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

3) Merchandising Report

A) Wine Marketing Specialist Gosselin

1. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores as recommended.

2. Not Recommended ROSE Allocated Wines for Distribution to Selected Stores

Approved the Not Recommended ROSE Allocated Wines for Distribution to Selected Stores as recommended.

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

Approved the One Time Purchase & Distribution for our Power Buy Program – Misc Brokers as recommended.

4. Additional Size Request – Martignetti Companies

Approved the Additional Size Request from Martignetti Companies for 375ml for Josh varietals as recommended.

5. Special Allowance Offers

Approved the special allowance offers from the below Brokers as recommended.

(a) Martignetti Companies

(b) Pine State

(c) Southern Glazer's Wine and Spirits

(d) M.S. Walker

6. Special Purchase Cheurlin Champagnes – Horizon Beverage

Approved the Special Purchase Cheurlin Champagnes – Horizon Beverage as recommended.

7. Primary Source Recommendations

Approved the Primary Source Recommendations (12 Imported, 9 Primary and 0 Exclusive) as recommended.

After review of each of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to approve the recommendations as presented by Ms. Gosselin. Chairman Mollica seconded the motions. The motions were unanimously adopted.

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B) Wine Marketing Specialist Gibson

1. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores as recommended.
2. One Time Purchase & Distribution for our Power Buy Program – Misc Brokers
Approved the One Time Purchase & Distribution for our Power Buy Program – Misc Brokers as recommended.
3. Outlet Price Busters – October 2019
Approved the Outlet Price Busters – October 2019 as recommended.
4. Additional Size Request – Southern Glazer’s Wine & Spirits
Approved the Additional Size Request – Southern Glazer’s Wine & Spirits as recommended.
5. Close Outs – Misc Reps
Approved the Close Outs – Misc Reps as recommended.
6. E-mail Coupons – October 2019
Approved the E-mail Coupons – October 2019 as recommended.
7. August 2019 NH Liquor & Wine Outlet Additional Tastings
Approved the August 2019 NH Liquor & Wine Outlet Additional Tastings as recommended.
8. September 2019 NH Liquor & Wine Outlet Additional Tastings
Approved the September 2019 NH Liquor & Wine Outlet Additional Tastings as recommended.
9. In-Store Tasting – Casa Noble – “The Noble Pursuit”
Approved the In-Store Tasting – Casa Noble – “The Noble Pursuit” on September 19 from 6-730 pm as recommended.
10. In-Store Tasting & Bottle Signing – JaJa Tequila with The Chainsmokers
Approved the In-Store Tasting & Bottle Signing – JaJa Tequila with The Chainsmokers on September 26 from 4-6pm as recommended.
11. In-Store Tasting – Exploring California’s New Wine Movement
Approved the In-Store Tasting – Exploring California’s New Wine Movement on November 14 from 6-7pm as recommended.
12. In-Store Tasting – The Legend of the Brave – The Dalmore Story
Approved the In-Store Tasting – The Legend of the Brave – The Dalmore Story on December 12 from 6-7pm as recommended.
13. Crush Distributors – Mollydooker Wine Dinner at O Steak and Seafood
Approved the wine dinner and taking orders at O Steak and Seafood by Crush Distributors on September 9 at 6pm as recommended.
14. Off-Premise Special Discount – Exclusive Grocery Price Busters October
Approved the Off-Premise Special Discount – Exclusive Grocery Price Busters for October as recommended.

After review of each of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to approve the recommendations as presented by Mr. Gibson. Chairman Mollica seconded the motions. The motions were unanimously adopted.

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C) Spirits Marketing Specialist Roy

1. November Sale Special Offers – Additional, Southern Glazer’s Wine & Spirits
Approved the November Sale Special Offers – Additional, Southern Glazer’s Wine & Spirits as recommended.
2. Limited Offering Request
 - (a) Southern Glazer’s Wine & Spirits, Basil Hayden Caribbean Rsv. Rye
Approved the request from Southern Glazer’s Wine & Spirits on behalf of Beam Suntory to offer #4503 Basil Hayden Caribbean Rsv. Rye 750ml (25 cases) for limited offering listing as recommended.
 - (b) Southern Glazer’s Wine & Spirits, Kraken Black Roast Rum
Approved the request from Southern Glazer’s Wine & Spirits on behalf of Proximo Spirits to offer #5234 Kraken Black Roast Rum 750ml for limited offering listing (132 cases) as recommended.
3. One Time Buy Offers
 - (a) Horizon Beverage, Lone Whisker 12 Yr Bourbon
Approved the request from Horizon Beverage Co. on behalf of Amuse Bouche Winery to purchase #5229 Lone Whisker 12yr Bourbon 750ml-10 cases (6-pack) as a One Time Buy as recommended.
 - (b) Horizon Beverage, Cleveland Underground Uncommon Barrel Collection Whiskey
Approved the request from Horizon Beverage Co. on behalf of Cleveland Whiskey to purchase #9755 Cleveland Underground Uncommon Blend #1 750ml-42 cases (6-pack) and #9756 Cleveland Underground Uncommon Blend #2 750ml-42 cases (6-pack) as a One Time Buy as recommended.
4. Line Extension Request – Southern Glazer’s Wine & Spirits, Sauza Silver Tequila Liter
Approved the request from Southern Glazer’s Wine & Spirits on behalf of Beam Suntory to grant a line extension (added size) to #5227 Sauza Silver Tequila Liter as recommended.
5. Test Market Requests
 - (a) Horizon Beverage, Skrewball Peanut Butter Whiskey
Approved the request from Horizon Beverage Co. on behalf of Infinium Spirits to offer #5226 Skrewball Peanut Butter Whiskey 750ml for test market listing as recommended.
 - (b) Martignetti Co., Bespoke Bourbon Cream
Denied the request from Martignetti Co. on behalf of Black Button Distilling to offer #2313 Bespoke Bourbon Cream 750ml for test market listing as recommended.
 - (c) Martignetti Co., California Fernet
Approved the request from Martignetti Co. on behalf of Vision Spirits to offer #4674 California Fernet 750ml for test market listing as recommended.
 - (d) Southern Glazer’s Wine & Spirits, JaJa Reposado Tequila
Approved the request from Southern Glazer’s Wine & Spirits on behalf of Ross Shaw to offer #4726 JaJa Reposado Tequila 750ml for test market listing as recommended.

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- (e) Southern Glazer's Wine & Spirits, Patron Extra Anejo Tequila
Approved the request from Southern Glazer's Wine & Spirits to offer #2319 Patron Extra Anejo Tequila 750ml for test market listing as recommended.
- 6. Test Market Result for Week Ending 08-18-19
Approved the following test market or added sizes to products that have completed their 6-month test period or reached the required GP. The following are the results and recommendations:
Granted Full Distribution Status as recommended:
#3491 Mi Campo Blanco Tequila 750ml- \$24.99 (Constellation Brands/Horizon Beverage Co. #4509 The Glenlivet 14yr Single Malt Scotch 750ml- \$54.99 (Pernod Ricard/Southern Glazer's Wine & Spirits.
- 7. Program & Sweepstakes – “Win a RTIC Cooler” from Sazerac
Approved the request from Horizon Beverage Co. on behalf of Sazerac to conduct a “Win a RTIC Cooler” sweepstakes for the monthly promotional period of October (09/30/19 thru 10/27/19) on all Southern Comfort, Ryan's Irish Cream, Kapali & Paddy's Irish Whiskey products 1.75L, Liter & 750ml as recommended.

After review of each of the Spirit items listed above, Deputy Commissioner Brassard Jordan made a motion to approve the recommendations as presented by Mr. Roy. Chairman Mollica seconded the motions. The motions were unanimously adopted.

V) LATE ITEMS

No Late Items

VI) PUBLIC COMMENT

No Public Comments

VII) ENFORCEMENT AND LICENSING REPORT

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

VIII) EXECUTIVE SESSION

No Executive Session Items

At 10:50 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Anne Bogart, Administrative Assistant

Wendy Olcott, Administrative Assistant

Office of the Commissioners

