



Margaret Wood Hassan  
Governor

## New Hampshire Liquor Commission

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**IB** *SMW*  
Joseph W. Mollica  
Chairman

Michael R. Milligan  
Commissioner

February 12, 2014

Her Excellency, Governor Margaret Wood Hassan  
and the Honorable Executive Council  
State House  
Concord, New Hampshire 03301

### REQUESTED ACTION

Pursuant to RSA 4:8 – Gifts to the State, authorize the NH Liquor Commission to accept a donation from the Italian Trade Commission, in the amount of \$2,450 for hotel accommodations, meals and transfers in Verona, Italy for one Liquor Commission employee to attend the 2014 Vinitaly Wine Exhibition in Verona, Italy from April 5-13, 2014.

### EXPLANATION

Vinitaly is the world's most important exhibition of wines. It involves four days of major events and targeted workshops to encourage contacts and collaboration between exhibiting cellars and trad operators, together with the impressive educational convention program discussing and analyzing topics associated with supply and demand in Italy, Europe and the rest of the world.

In April 2013, the commission sent its two wine buyers on our second trip to Italy. Our wine buyers were able to meet with some of the most important people in the Italian Wine industry during this trip. As a result of the 2013 trip, the Commission secured large lots of wines for our "Power Buys" Program at astounding savings for our customers. This was possible only because our buyers dealt in person with the top executives in these wineries. As a result of this trip and our special purchases, we increased Italian wine sales by almost \$1.7 million.

Respectfully Submitted,  
New Hampshire State Liquor Commission

Joseph W. Mollica, Chairman

cc: Doreen Wittenberg, Business Supervisor