

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of December 5, 2024 Meeting

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; Ryan Wilson, DHL.

Excused:

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD November 21, 2024.

Chairman Mollica made a motion to accept the minutes from the November 21, 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

Ryan Wilson forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson reported 87,869 inbound cases and 116,329 outbound cases. Inventory reached 930,971 cases. Everything was picked and ready to ship on time in the warehouse and delivered, as scheduled, in transportation. All KPIs were met.

### IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported on the Administrative Notices.  
Director Roy thanked our DHL partners for their assistance with the Ghost Drops.

*For Information Only:*

#### A) Administrative Notice of Non-Compliance to Liq 401.03

##### 1. New Administrative Notices

Acknowledged the new Administrative Notices.

#### 2) Store Operations Update

James Richards, Store Operations Administrator, reiterated Director Roy's comments regarding DHL's assistance with the Ghost Drops. In addition to the Ghost Drops, DHL ensures delivery of product to the outlets, so we are stocked and ready for the holiday season. Administrator Richards thanked DHL for their partnership.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of December 5, 2024 Meeting

### 3) Merchandising Report

#### Wine

1. December 2024 Cost Change Approval List  
Approved the recommended December 2024 Cost Change Approval List as recommended.
2. December 2024 Primary Source Recommendations  
Approved the recommended December 2024 Primary Source Recommendations (23 Primary, 57 Imported, 3 Exclusive Agent, and 0 Dual Distribution) as recommended.
3. REVISED Allocation Joseph Phelps Insignia – Southern Glazer’s Wine and Spirits  
Approved the recommended REVISED Allocation Joseph Phelps Insignia from Southern Glazer’s Wine and Spirits as recommended.
4. REVISED Email Coupons – December 2024  
Approved the REVISED Email CouponR for December 2024 as recommended.
5. Email Coupons – January 2025  
Approved the recommended and not recommended Email Coupons for January 2025 as recommended.
6. ADDITIONAL NH Off-Premise Special Discount – Price Busters – January & February 2025  
Approved the recommended ADDITIONAL NH Off-Premise Special Discount – Price Busters – January & February 2025 from miscellaneous brokers as recommended.
7. Off-Premise Special Discount – Exclusive Grocery Price Busters – February 2025  
Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters – February 2025 from miscellaneous vendors as recommended.
8. On-Premise Special Discount – January 2025  
Approved the recommended On-Premise Special Discount – January 2025 from miscellaneous brokers as recommended.
9. One Time Purchase for our Power Buy Program – Martignetti Companies of NNE – Serge Dore Selections  
Approved the recommended One Time Purchase for our Power Buy Program from Martignetti Companies of NNE – Serge Dore Selections as recommended.
10. 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.
11. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 12/05/2024  
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 12/05/2024 from miscellaneous brokers as recommended.
12. Recommended Allocations – January 2025 Wine Week Personalities  
Approved the Recommended Allocations – January 2025 Wine Week Personalities from miscellaneous brokers as recommended.
13. Request for Wine Specialty Status – Misc Brokers  
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
14. Special Allowance Offers – February 2025 – Wine:  
Approved the recommended February 2025 Special Allowance Offers – Wine as follows:
  - a) Martignetti Companies of NNE as recommended.
  - b) Pine State Beverage as recommended.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of December 5, 2024 Meeting

- c) RNDC New Hampshire as recommended.
  - d) Ruby Wines New Hampshire as recommended.
  - e) Southern Glazer's Wine and Spirits as recommended.
  - f) MS Walker as recommended.
15. UPDATED February 2025 Monthly Promotional Sale  
Approved the UPDATED February 2025 Monthly Promotional Sale as recommended.
16. Wine Multi Bottle Promotion – February 2025  
Approved the Wine Multi Bottle Promotion – February 2025 from miscellaneous brokers as recommended.
17. Wine Outlet Price Busters – February 2025  
Approved the recommended and not recommended Wine Outlet Price Busters – February 2025 from various brokers 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.

### A) Tasting Events

- 1. In-Store Tasting – Pine State Beverage – J Vineyards with Nicole Hitchcock –January 2025  
Approved the recommended January 2025 In-Store Tasting from Pine State Beverage – J Vineyards with Nicole Hitchcock 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.

### B) Spirits

- 1. December 2024 Spirit Warehouse Only List  
Approved the recommended December 2024 Spirit Warehouse Only List (1 Primary, 3 Imported, 0 Exclusive Agent) as recommended.
- 2. Appeal Request for Curamia Blanco – RNDC New Hampshire  
Approved the recommended Appeal Request for Curamia Blanco from RNDC New Hampshire as recommended.
- 3. Line Extension Request for Campari Bitters – December 2024 – Campari America – Southern Glazer's Wine and Spirits

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of December 5, 2024 Meeting

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Campari America to offer #005486 Campari Bitters 1L as recommended.

4. One Time Buy Requests – November 2024:

a) Bay State Wine & Spirits – VTQuila

Approved the recommended request from Bay State Wine & Spirits on behalf of Killington Distillery to purchase 30 cases of #062513 VTQuila 750mL/6 as recommended.

b) Pine State Beverage – The Horse Soldier Commander Select VI

Approved the recommended request from Pine State Beverage on behalf of E&J Gallo to purchase 3 cases of #061674 The Horse Soldier Commander Select VI 750mL/6 as recommended.

c) RNDC New Hampshire – Zucca Rabarbaro

Approved the recommended request from RNDC New Hampshire on behalf of DiSaronno International to purchase 50 cases of #001191 Zucca Rabarbaro 750mL/6 as recommended.

d) Southern Glazer's Wine and Spirits – Angel's Envy Cask Strength

Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Bacardi USA to purchase 24 cases of #003807 Angel Envy Cask Strength 750mL/3 as recommended.

e) Southern Glazer's Wine and Spirits – Heaven Hill Grain to Glass Wheated Bourbon, Heaven Hill Grain to Glass KY Straight Bourbon, Heaven Hill Grain to Glass Rye Whiskey

Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Heaven Hill to purchase the following as recommended.

15 cases #060957 Heaven Hill Grain to Glass Wheated Bourbon 700 mL/6

30 cases of #060958 Heaven Hill Grain to Glass KY Straight Bourbon 700mL/6

30 cases of #060964 Heaven Hill Grain to Glass Rye Whiskey 700mL/6

5. REVISED January 2025 Outlet Price Busters Offers – Spirits

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

6. Spirits Test Market Results for Week Ending 11/24/2024

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:**

#61276 Fort No. 1 Wheated Bourbon Whiskey 375mL/12 - #29.99 (Copper Cannon Distillery)

**Specialty:**

None at this time.

**Limited:**

None at this time.

**Delist:**

None at this time.

7. Spirits Test Market Results for Week Ending 12/01/2024

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.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of December 5, 2024 Meeting

### **Grant Full Distribution:**

#60962 Patron Anejo Cristalino 750mL/6 – \$71.99 (Southern Glazer’s Wine & Spirits)

#61017 Angel’s Envy Bourbon 375mL/12 – \$29.99 (Southern Glazer’s Wine & Spirits)

### **Specialty:**

#8760 Breckinridge High Proof 750mL/6 – \$59.99 (RNDC New Hampshire)

### **Limited:**

#8763 Archipelago Botanical Gin 700mL/12 – \$41.99 (RNDC New Hampshire)

#36832 Damso Blueberry Soju 375mL/20 – \$7.99 (Ruby Wines New Hampshire)

### **Delist:**

#6470 Mark & Digger Hazelnut Rum 750mL/6 – \$24.99 (RNDC New Hampshire)

#8768 Mark & Digger Rye Apple 750mL/6 – \$24.99 (RNDC New Hampshire)

#8769 Sugarland’s Mountain Legacy Corn 750mL/6 – \$24.99 (RNDC New Hampshire)

#8733 818 Blanco Tequila 375mL/12 – \$24.99 (Southern Glazer’s Wine & Spirits)

#8764 Lone Pine American Craft Vodka 750mL/12 – \$21.99 (Stone Fence Beverage)

#36833 Damso Lychee Soju 375mL/20 – \$7.99 (Ruby Wines New Hampshire, Inc.)

#36835 Damso Original Soju 375mL/20 – \$7.99 (Ruby Wines New Hampshire, Inc.)

#36837 Damso Watermelon Soju 375mL/20 – \$7.99 (Ruby Wines New Hampshire, Inc.)

### 8. Test Market Requests – November and December 2024:

#### a) Southern Glazer’s Wine and Spirits – Elijah Craig Toasted Barrel

Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #005898 Elijah Craig Toasted Barrel 750mL/6 for Test Market Listing as recommended.

#### b) Southern Glazer’s Wine and Spirits – Ramazzotti Aperitivo Rosato

Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #006085 Ramazzotti Aperitivo Rosato 750mL/6 for Test Market Listing as recommended.

#### c) Southern Glazer’s Wine and Spirits – Rittenhouse Rye Bonded Whiskey

Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #000351 Rittenhouse Rye Bonded Whiskey 750mL 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 10:49 a.m. the meeting was adjourned.

NEW HAMPSHIRE LIQUOR COMMISSION  
Minutes of December 5, 2024 Meeting

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