

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 2, 2025 Meeting

Please note the January 9, 2025 Commission Meeting will begin at 2:00 p.m.

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; Jon Holland, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD December 26, 2024.

Chairman Mollica made a motion to accept the minutes from the December 26, 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. Wilson reported 50,992 inbound cases and 128,931 outbound cases. Inventory reached 844,717 cases. For comparison, at this time last year, there were 50,363 inbound cases, 124,655 outbound cases, and inventory was 914,273 cases.

Everything was picked and ready to ship on time in the warehouse. All KPIs were met.

IV) MARKETING AND SALES REPORT

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.

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2) Store Operations Update

James Richards, Store Operations Administrator, thanked the Enforcement Division and our DHL partners for their great work during the holiday season.

3) Merchandising Report

A) 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 (26 Primary, 47 Imported, 6 Exclusive Agent, and 0 Dual Distribution) as recommended.
3. April 2025 Monthly Promotional Flash Sale
Approved the recommended April 2025 Monthly Promotional Flash Sale as recommended.
4. Email Coupons – March 2025
Approved the recommended and not recommended E-Mail Coupons for March 2025 submitted by various brokers as recommended.
5. Enter-To-Win VIP Tickets to Pickleball World Championship Sweepstakes – January – June 2025 – The Wine Group – Southern Glazer’s Wine and Spirits
Approved the recommended Enter-To-Win VIP Tickets to Pickleball World Championship Sweepstakes – January – June 2025 – The Wine Group from Southern Glazer’s Wine and Spirits as recommended.
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 1-2-2025
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 1-2-2025 from miscellaneous brokers as recommended.
7. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters February 2025
Approved the **not recommended** REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters for February 2025 from Pine State as recommended.
8. REVISED – Special Allowance Offers – February 2025 – Wine – MS Walker Inc.
Approved the recommended REVISED – Special Allowance Offers – February 2025 – Wine from MS Walker Inc. as recommended.
9. REVISED Test Market Requests – Ruby Wines New Hampshire – January 2025
Approved the recommended REVISED Test Market Requests for Ruby Wines New Hampshire – January 2025 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. February 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended February 2025 NH Liquor & Wine Outlet In-Store Events from Martignetti as recommended.

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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. December 2024 Spirit Warehouse Only List

Approved the recommended December 2024 Spirit Warehouse Only List (1 Primary, 9 Imported, 0 Exclusive Agent) as recommended.

2. Limited Time Offer Requests – January – March 2025:

a) RNDC New Hampshire – High West the Noble Share Whiskey Finished in Marques De Casa Noble Anejo Barrels

Approved the recommended request from RNDC New Hampshire on behalf of Constellation to purchase 16 cases of #062700 High West the Noble Share Whiskey Finished in Marques De Casa Noble Anejo Barrels 750mL/6pk as a Limited Time Offer Request as recommended.

b) RNDC New Hampshire – Old Forester SB #206067 and Old Forester SB BP #206068

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp. to purchase 34 cases of #062690 Old Forester SB #206067 750mL/6pk and 26 cases of #062691 Old Forester SB BP #206068 750mL/6pk as a Limited Time Offer Request as recommended.

c) RNDC New Hampshire – Woodford Rsv MC Madeira Finish Bourbon, Woodford Rsv Batch Proof, and Woodford Rsv Double Double Oaked

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp. to purchase 52 cases of #062671 Woodford Rsv MC Madeira Finish Bourbon 700mL/6pk and 144 cases of #062672 Woodford Rsv Batch Proof 700mL/6pk and 80 cases of #062673 Woodford Rsv Double Double Oaked 700mL/6pk as a Limited Time Offer Request as recommended.

d) Southern Glazer's Wine and Spirits – Bulleit Bourbon Bottled in Bond

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 88 cases of #062696 Bulleit Bourbon Bottled in Bond 750mL/12pk as a Limited Time Offer Request as recommended.

e) Southern Glazer's Wine and Spirits – Captain Morgan Sweet Chili Lime

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 150 cases of #062683 Captain Morgan Sweet Chili Lime 50mL/120pk as a Limited Time Offer Request as recommended.

f) Southern Glazer's Wine and Spirits – Hard Truth French Oak Harvest Rye

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports to purchase 20 cases of #062708 Hard Truth French Oak Harvest Rye 750mL/6pk as a Limited Time Offer Request as recommended.

g) Southern Glazer's Wine and Spirits – Hard Truth Sweet Mash Master Distillers Reserve

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports to purchase 10 cases of #062709 Hard Truth Sweet Mash Master Distillers Reserve 750mL/6pk as a Limited Time Offer Request as recommended.

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- h) Southern Glazer's Wine and Spirits – Hard Truth Sweet Mash Rye Double Oaked
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports to purchase 8 cases of #062707 Hard Truth Sweet Mash Rye Double Oaked 750mL/6pk as a Limited Time Offer Request as recommended.
 - i) Southern Glazer's Wine and Spirits – Laphroaig 33yr Strong Characters and Laphroaig 30yr
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Suntory Global Spirits to purchase 2 cases of #062702 Laphroaig 33yr Strong Characters 700mL/6pk and 2 cases of #062703 Laphroaig 30yr 700mL/6pk as a Limited Time Offer Request as recommended.
 - j) Southern Glazer's Wine and Spirits – Orphan Barrel Fanged Pursuit – 17yr
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 15 cases of #062684 Orphan Barrel Fanged Pursuit – 17yr 750mL/6pk as a Limited Time Offer Request as recommended.
3. One Time Buy Requests – January 2025:
- a) RNDC New Hampshire – Jack Daniel's SB #211530
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp to purchase 38 cases of #062693 Jack Daniel's SB #211530 750mL/6pk as recommended.
 - b) RNDC New Hampshire – Woodford RSV PS #209554 and Woodford Rsv PS #209555
Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp to purchase 30 cases of #062694 Woodford RSV PS #209554 1L/6pk and 30 cases of #062695 Woodford Rsv PS #209555 1L/6pk as recommended.
 - c) Southern Glazer's Wine and Spirits – Clermont Steep Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Suntory Global Spirits to purchase 74 cases of #062705 Clermont Steep Whiskey 750mL/6pk as recommended.
 - d) Southern Glazer's Wine and Spirits – WhistlePig The Boss Hog XI: The Juggernaut
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to purchase 45 cases of #062727 WhistlePig The Boss Hog XI: The Juggernaut 750mL/3pk as recommended.
4. Spirits Test Market Results for Week Ending 12/29/2024
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:**
#1048 Whipshots Mocha 200mL/12 – \$14.99 (RNDC New Hampshire)
#60443 Bully Boy Straight Bourbon Whiskey 750mL/6 – \$44.99 (RNDC New Hampshire)
- Specialty:**
#4583 Perc Coffee Liqueur 750mL/6 – \$29.99 (RNDC New Hampshire)
- Limited:**
None at this time
- Delist:**
None at this time

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5. Test Market Requests – January – February 2025:

- a) Martignetti Companies of NNE – Balvenie 12-Year-Old Single Barrel Scotch
Approved the recommended request from Martignetti Companies of NNE to offer #002923 Balvenie 12-Year-Old Single Barrel Scotch 750mL for Test Market Listing as recommended.
- b) Ruby Wines New Hampshire – Cayeya Tequila Reposado
Approved the recommended request from Ruby Wines New Hampshire Inc. to offer #062726 Cayeya Tequila Reposado 750mL for Test Market Listing as recommended.
- c) Ruby Wines New Hampshire – Town Branch Overproof Kentucky Straight Whiskey
Approved the recommended request from Ruby Wines New Hampshire Inc. to offer #062722 Town Branch Overproof Kentucky Straight Whiskey 750mL for Test Market Listing as recommended.
- d) Southern Glazer’s Wine and Spirits – Captain Morgan Sweet Chili Lime
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062681 Captain Morgan Sweet Chili Lime 750mL for Test Market Listing as recommended.
- e) Southern Glazer’s Wine and Spirits – Crown Royal Reserve 12 year
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062698 Crown Royal Reserve 12 year 1.75L for Test Market Listing as recommended.
- f) Southern Glazer’s Wine and Spirits – Isaac Bowman Port Barrel Finish
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062710 Isaac Bowman Port Barrel Finish 750mL for Test Market Listing as recommended.
- g) Southern Glazer’s Wine and Spirits – Old Parr 12yr
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062697 Old Parr 12yr 750mL for Test Market Listing as recommended.
- h) Southern Glazer’s Wine and Spirits – Pantalones Blanco Tequila
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062699 Pantalones Blanco Tequila 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 10:47 a.m. the meeting was adjourned.

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