

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of January 9, 2025 Meeting

Meeting commenced at 2:00 p.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan for NABCA Board of Directors Meeting; Mike Derderian, Spirits Marketing Specialist.

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD January 2, 2025.

Chairman Mollica accepted the minutes from the January 2, 2025 Commission Meeting.

### 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 64,221 inbound cases and 89,703 outbound cases. Inventory reached 816,835 cases. For comparison, at this time last year, there were 54,729 inbound cases, 94,558 outbound cases, and inventory was 873,167 cases.

### IV) MARKETING AND SALES REPORT

#### 1) Mark Roy, Director of Marketing, reported on the Administrative Notices.

Director Roy also thanked DHL for participating in the broker meeting this week, as well as assisting with transporting items to White Farm.

#### *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.

#### 2) Store Operations Update

James Richards, Store Operations Administrator, reported that outlets are busy updating shelving and product sets. Staffing is good for this time of year, coming out of the holidays, but we are always working to make sure it is optimal.

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### 3) Merchandising Report

#### A) Wine

1. Multi Bottle Promotion – Wine – March 2025  
Approved the recommended Multi Bottle Promotion – Wine – March 2025 as recommended.
2. NH Off-Premise Special Discount – Price Busters March & April 2025  
Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters March & April 2025 from miscellaneous brokers as recommended.
3. Off-Premise Special Discount – Exclusive Grocery Price Busters March 2025  
Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters March 2025 from miscellaneous brokers as recommended.
4. On-Premise Special Discount – March 2025  
Approved the recommended On-Premise Special Discount – March 2025 from miscellaneous brokers as recommended.
5. Outlet Price Busters – Wine – March 2025  
Approved the recommended and not recommended Outlet Price Busters – Wine – March 2025 from miscellaneous brokers as recommended.
6. Recommended Allocated Wines for Distribution to Selected Stores 01/09/2025  
Approved the Recommended Allocated Wines for Distribution to Selected Stores 01/09/2025 as recommended.
7. Roll Out Requests – Multiple Brokers – March 2025  
Approved the recommended and not recommended Roll Out Requests – Multiple Brokers – March 2025 from miscellaneous brokers as recommended.
8. Test Market Requests - Multiple Brokers – March 2025  
Approved the recommended and not recommended Test Market Requests - Multiple Brokers – March 2025 for miscellaneous 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.

#### B) Tasting Events

1. January 2025 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended January 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
2. February 2025 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended February 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
3. March 2025 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended March 2025 NH Liquor & Wine Outlet In-Store Events from Pine State Beverage as recommended.

After review of the Tasting Events listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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### C) Spirits

1. E-Coupon Offers – Spirits – March 2025  
Approved the recommended E-Coupon Offers – Spirits – March 2025 as recommended.
2. Multi Bottle Offers – Spirits – March 2025  
Approved the recommended Multi Bottle Offers – Spirits – March 2025 as recommended.
3. Outlet Price Busters Offers – Spirits – March 2025  
Approved the recommended Outlet Price Busters Offers – Spirits – March 2025 from miscellaneous brokers as recommended.
4. Spirits Test Market Results for Week Ending 01/05/2025  
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:**  
#1795 Buffalo Trace Bourbon Cream 750mL/12 – \$23.99 (Southern Glazer’s Wine and Spirits)  
#8117 Herradura Legend 750mL/4 – \$99.99 (RNDC New Hampshire)  
#60162 Atomic Black Espresso Liqueur 750mL/6 – \$29.99 (Martignetti Companies of NNE)  
**Specialty:**  
#60328 Chinola Passion Fruit Liqueur 750mL/6 – \$31.99 (RNDC New Hampshire)  
**Limited:**  
None at this time  
**Delist:**  
None at this time

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Director Roy. 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 2:09 p.m. the meeting was adjourned after Chairman Mollica congratulated Governor Ayotte on her new Governorship after being sworn in today.

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