

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 16, 2025 Meeting

Meeting commenced at 10:35 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; Patricia Peters, Interim Director of Administration; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD January 9, 2025.

Chairman Mollica accepted the minutes from the January 9, 2025 Commission Meeting.

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 108,326 inbound cases and 72,182 outbound cases. Inventory reached 852,327 cases. For comparison, at this time last year, there were 98,429 inbound cases, 101,090 outbound cases, and inventory was 849,220 cases.

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.

2) Store Operations Update

James Richards, Store Operations Administrator, reported that outlets will be open on Monday for the Martin Luther King/Civil Rights holiday. As part of Wine Week, outlet employees will participate in a French wine training. These trainings are valuable and enhance our ability to help our customers.

3) Merchandising Report

A) Wine

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1. E-mail Coupons – February 2025
Approved the recommended and not recommended E-mail Coupons – February 2025 as recommended.
2. Enter-To-Win a Northeast EPIC Ski Pass Sweepstakes – March – April 2025 – The Wine Group – Southern Glazer’s Wine and Spirits
Approved the recommended Enter-To-Win a Northeast EPIC Ski Pass Sweepstakes – March – April 2025 – The Wine Group – Southern Glazer’s Wine and Spirits as recommended.
3. Enter-To-Win a Trip to Float over Napa Valley Sweepstakes – January – March 2025 – JaM Cellars – Southern Glazer’s Wine and Spirits
Approved the recommended Enter-To-Win a Trip to Float over Napa Valley Sweepstakes – January – March 2025 – JaM Cellars – Southern Glazer’s Wine and Spirits as recommended.
4. REVISED On-Premise Special Discount – February 2025
Approved the recommended REVISED On-Premise Special Discount – February 2025 from MS Walker as recommended.
5. REVISED Wine Outlet Price Busters – RNDC New Hampshire – February 2025
Approved the recommended REVISED Wine Outlet Price Busters – RNDC New Hampshire – February 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 and not recommended February 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous broker as recommended.
2. March 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended March 2025 NH Liquor & Wine Outlet In-Store Events from Southern Glazer’s Wine and Spirits 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.

C) Spirits

1. December 2024 Bi-Annual 50mL Spirits Item Review
Approved the recommended December 2024 Bi-Annual 50mL Spirits Item Review as recommended.
2. December 2024 Bi-Annual Spirits Accessories Review
Approved the recommended December 2024 Bi-Annual Spirits Accessories Review as recommended.
3. December 2024 Bi-Annual Spirits Item Review
Approved the recommended December 2024 Bi-Annual Spirits Item Review as recommended.

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4. New Spirits Top 200 for 12 Month Period Ending 12/31/2024
Approved the recommended New Spirits Top 200 for 12 Month Period Ending 12/31/2024 as recommended.
5. Limited Time Offer Request for Fireball Cinnamon Whisky PET – Sazerac Company – Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Company to purchase #062738 Fireball Cinnamon Whisky 1.75/6pk as a Limited Time Offer Request as recommended.
6. One Time Buy Requests – January & February 2025:
 - a) RNDC New Hampshire – Four Roses Private Barrel OBSK, Four Roses Private Barrel OBSQ, and Four Roses Private Barrel OESO
Approved the recommended One Time Buy request from RNDC New Hampshire to purchase the following as recommended:
27 cases of #062701 Four Roses Private Barrel OBSK 750mL
27 cases of #062704 Four Roses Private Barrel OBSQ 750mL
27 cases of #062706 Four Roses Private Barrel OESO 750mL
 - b) RNDC New Hampshire – Jack Daniel’s Single Barrel Rye Barrel Proof #211578 and Jack Daniel’s Single Barrel Proof PC #211577
Approved the recommended One Time Buy request from RNDC New Hampshire on behalf of Brown-Forman Corp to purchase the following as recommended:
40 cases of #062692 Jack Daniel’s Single Barrel Rye Barrel Proof #211578 750mL
40 cases of #062732 Jack Daniel’s Single Barrel Proof PC#211577 750mL
7. Additional Special Allowance Offers – Spirits – March 2025 – Pine State Beverage
TABLED the recommended Additional Special Allowance Offers – Spirits – March 2025 – Pine State Beverage, for additional work, as recommended.
8. Test Market Requests – January 2025:
 - a) Pine State Beverage – Don Fulano Blanco Fuerte Tequila
Approved the recommended request from Pine State Beverage to offer #062290 Don Fulano Blanco Fuerte Tequila 750mL for Test Market Listing as recommended.
 - b) Southern Glazer’s Wine and Spirits – Hard Truth High Road Rye
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062728 Hard Truth High Road Rye 750mL for Test Market listing as recommended.
 - c) Southern Glazer’s Wine and Spirits – Hard Truth Sweet Mash Bourbon
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062729 Hart Truth Sweet Mash Bourbon 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.

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VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

At 10:48 a.m. the meeting was adjourned.

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