

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of January 23, 2025 Meeting

Meeting commenced at 10:34 a.m.

Present: Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Mike Derderian, Spirits Marketing Specialist; Audrey Enderson, Marketing Administrative Assistant; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL.

Excused: Chairman Joseph Mollica; Justin Gunter, Wine Marketing Specialist

Public: Guilherme Bonatto, Barbara Bonatto, and Greg Schlagdenhauffen

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD January 16, 2025.

Deputy Commissioner Brassard Jordan accepted the minutes from the January 16, 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 90,591 inbound cases and 72,720 outbound cases. Inventory reached 869,529 cases. For comparison, at this time last year, there were 81,918 inbound cases, 105,273 outbound cases, and inventory was 811,435 cases.

Everything was picked and ready to ship on time in the warehouse. All KPIs were met, and the site continues to run efficiently.

IV) MARKETING AND SALES REPORT

1) Marketing Update

Mark Roy, Director of Marketing, presented the item below and reported on the Administrative Notices.

A) Director Mark Roy

1. 2026 Promotional Calendar

Approved the recommended 2026 Promotional Calendar as recommended.

After review of the item listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Director Roy.

For Information Only:

B) Administrative Notice of Non-Compliance to Liq 401.03

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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 all outlets participated in a wine training yesterday. Administrator Richards thanked the Marketing Department, as well as our vendors and brokers, for the successful training. These trainings greatly benefit our customers. He also noted that outlets have hosted numerous tastings and celebrity events, this week, as part of Wine Week.

Deputy Commissioner Brassard Jordan attended the wine training and commented that outlet employees were engaged and appreciated the opportunity. The Deputy Commissioner also commented that the Viva La France consumer event was very successful and ended up being a sold-out event.

3) Merchandising Report

A) Wine

1. New Top 1200 Gross Profit Requirements for Week Ending 12/31/2024

Approved the recommended New Top 1200 Gross Profit Requirements for Week Ending 12/31/2024 as recommended.

2. ADDITIONAL One Time Purchase for our Power Buy Program – RNDC New Hampshire

Approved the recommended ADDITIONAL One Time Purchase for our Power Buy Program – RNDC New Hampshire as recommended.

3. One Time Purchase for our Power Buy Program – Misc Brokers

Approved the recommended and not recommended One Time Purchase for our Power Buy Program – Misc Brokers as recommended.

4. REVISED March 2025 Special Allowance Offers – Wine – Pine State Beverage

Approved the recommended REVISED March 2025 Special Allowance Offers – Wine from Pine State Beverage as recommended.

5. Test Market Results for September 2024 – December 2024 – EXPAND DISTRIBUTION

Approved the recommended Test Market Results for September 2024 – December 2024 – EXPAND DISTRIBUTION as recommended.

6. Test Results – September 2024 – December 2024 – REMOVE FROM RETAIL

Approved the recommended Test Results – September 2024 – December 2024 – REMOVE FROM RETAIL as recommended.

For Information Only

7. Status of 2025 Roll Out Items

8. Status of 2024 & 2025 Test Items

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Mr. Derderian.

B) Tasting Events

1. February 2025 NH Liquor & Wine Outlet In-Store Events

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Approved the recommended and not recommended February 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

2. March 2025 NH Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended March 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

After review of the Tasting Events listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Mr. Derderian.

C) Spirits

1. REVISED March 2025 Outlet Price Busters Offers – Spirits

Approved the recommended REVISED March 2025 Outlet Price Busters Offers – Spirits as recommended. This Memo was approved at the December 9, 2024, Commission meeting with an incorrect product number. This revised memo with the correct product number is being submitted for Commission approval.

2. Limited Time Offer Requests – January & February 2025:

a) RNDC New Hampshire – 15 Stars Triple Cask and 15 Stars Sherry Cask Finished

Approved the recommended request from RNDC New Hampshire on behalf of 15 Stars to purchase 8 cases of #008742 15 Stars Triple Cask 750mL/6pk and 8 cases of #008743 15 Stars Sherry Cask Finished 750mL/6pk as a Limited Time Offer Request as recommended.

b) RNDC New Hampshire – Holladay Soft Red Wheat Rickhouse Proof

Approved the recommended request from RNDC on behalf of McCormick to purchase 23 cases of #062830 Holladay Soft Red Wheat Rickhouse Proof 750mL/6pk as a Limited Time Offer Request as recommended.

c) RNDC New Hampshire – Lone Whisker 12yr Bourbon and Lone Whisker the DogFather

Approved the recommended request from RNDC New Hampshire on behalf of Amuse Bouche Winery to purchase 5 cases of #005881 Lone Whisker 12yr Bourbon 750mL/6pk and 3 cases of #006223 Lone Whisker the Dogfather 750mL/6pk as a Limited Time Offer Request as recommended.

d) RNDC New Hampshire – Mascota Rose Tequila

Approved the recommended request from RNDC New Hampshire on behalf of Araceli Spirits LLC to purchase 30 cases of #062820 Mascota Rose Tequila 750mL/4pk as a Limited Time Offer Request as recommended.

e) MS Walker – Chartreuse Yellow Liqueur

Approved the recommended request from MS Walker on behalf of Frederick Wildman to purchase 44 cases of #001167 Chartreuse Yellow Liqueur 750mL/12pk as a Limited Time Offer Request as recommended.

3. Line Extension Request for Crown Royal Blackberry 375mL – December 2024 – Southern Glazer’s Wine and Spirits

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo to offer #0062789 Crown Royal Blackberry 375mL as recommended. Note the date referenced in the memo title should be February 2025 not December 2024.

4. One Time Buy Requests – January 2025:

a) Southern Glazer’s Wine and Spirits – Wheatley Vodka

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Approved the recommended One Time Buy Request from Southern Glazer's Wine & Spirits on behalf of Sazerac Company to purchase 500 cases of #005614 Wheatley Vodka 1.75L/6 as recommended.

- b) Stone Fence Beverage – Found North Hover Hawk Whisky

Approved the recommended One Time Buy Request from Stone Fence Beverage on behalf of Found North to purchase 5 cases of #062777 Found North Hover Hawk Whisky 750mL/6 as recommended.

5. TABLED Additional Special Allowance Offers – Spirits – March 2025 – Pine State Beverage
REMOVED the TABLED Additional Special Allowance Offers – Spirits – March 2025 – Pine State Beverage from the TABLE and referred it back to Marketing due to lack of inventory as requested.
6. Additional March 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits
Approved the recommended Additional March 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits as recommended.
7. Special Allowance Offers – April 2025 – Spirits:
Approved the recommended Special Allowance Offers – April 2025 – Spirits: from miscellaneous brokers as follows:
- a) Martignetti Companies of NNE as recommended.
 - b) RNDC New Hampshire as recommended.
 - c) Southern Glazer's Wine and Spirits as recommended.
 - d) Stone Fence Beverage as recommended.
 - e) MS Walker as recommended.
8. Spirits Test Market Results for Week Ending 01/19/2025
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:**
#060796 Tierra Sagrada Anejo Tequila 750mL/6 – \$59.99 (Ruby Wines New Hampshire)
- Specialty:**
#060307 XXI Espresso Martini 750mL/6 – \$34.99 (Martignetti Companies of NNE)
- Limited:**
None at this time
- Delist:**
#060413 Malibu Pineapple Bay Breeze RTD 1L/12 – \$16.99 (Southern Glazer's Wine and Spirits)
#060414 Malibu Strawberry Daiquiri RTD 1L/12 – \$16.99 (Southern Glazer's Wine and Spirits)
9. Test Market Requests – January & March 2025:
- a) RNDC New Hampshire – Blood Monkey Gin
Approved the recommended request from RNDC New Hampshire to offer #062574 Blood Monkey Gin 700mL/6 for Test Market Listing as recommended.
 - b) RNDC New Hampshire – Fee Brothers Aztec Chocolate Bitters and Fee Brothers Black Walnut Bitters
Approved the recommended request from RNDC New Hampshire to offer #062819 Fee Brothers Aztec Chocolate Bitters 5.0 Oz/12 and #062809 Fee Brothers Black Walnut Bitters 5.0 Oz/12 for Test Market Listing as recommended.
 - c) Southern Glazer's Wine and Spirits – Larceny Barrel Proof

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Approved the recommended request from Southern Glazer's Wine and Spirits to offer #004852 Larceny Barrel Proof 750mL/6 for Test Market Listing as recommended.

d) Southern Glazer's Wine and Spirits – Still Gin by Dre and Snoop

Approved the recommended request from Southern Glazer's Wine and Spirits to offer #062739 Still Gin by Dre and Snoop 750mL/6 for Test Market Listing as recommended.

e) MS Walker – Barr Hill Vodka

Approved the recommended request from MS Walker to offer #003009 Barr Hill Vodka 750mL/6 for Test Market Listing as recommended.

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan accepted the recommendations as presented by Mr. Derderian.

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.

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