

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of January 30, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Deputy Commissioner Nicole Brassard Jordan; Patricia Peters, Interim Director of Administration; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Audrey Enderson, Marketing Administrative Assistant; Lieutenant Matthew Culver, Enforcement; Ryan Wilson, DHL.

Excused: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Director Mark Armaganian, Enforcement.

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD January 23, 2025.

Deputy Commissioner Brassard Jordan accepted the minutes from the January 23, 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 81,794 inbound cases and 73,644 outbound cases. Inventory reached 877,068 cases. For comparison, at this time last year, there were 112,504 inbound cases, 87,579 outbound cases, and inventory was 836,676 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met.

### IV) MARKETING AND SALES REPORT

Mike Derderian, Spirits Marketing Specialist, presented the item below in Director Roy's absence and reported on the Administrative Notices.

#### A) Director Mark Roy

##### 1. April 2025 Quarterly Price Changes

Approved the recommended April 2025 Quarterly Price Changes as recommended.

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

#### *For Information Only:*

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

##### 1. New Administrative Notices

Acknowledged the new Administrative Notices.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of January 30, 2025 Meeting

### 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 regular hours this weekend and are ready to assist our customers as they enjoy all New Hampshire has to offer .

### 3) Merchandising Report

#### A) Wine

##### 1. REVISED Special Allowance Offers – Wine – March 2025:

Approved the recommended REVISED Special Allowance Offers – Wine – March 2025 from miscellaneous brokers as follows:

- a) Martignetti Companies of NNE as recommended.
- b) Southern Glazer's Wine and Spirits as recommended.

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

#### B) Tasting Events

##### 1. 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 Martignetti Companies of NNE 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. Limited Time Offer Requests – February 2025:

- a) Southern Glazer's Wine and Spirits – Elijah Craig 18 Yr Single Barrel Bourbon  
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Heaven Hill Brands to purchase 65 cases of #002106 Elijah Craig 18 Yr Single Barrel Bourbon 750mL/3pk as a Limited Time Offer Request as recommended.
- b) Southern Glazer's Wine and Spirits – Old Fitzgerald 11 Yr BIB Decanter  
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Heaven Hill Brands to purchase 20 cases of #007169 Old Fitzgerald 11 Yr BIB Decanter 750mL/3pk as a Limited Time Offer Request as recommended.

##### 2. Line Extension Request for Adictivo Tequila Anejo – February 2025 – Ruby Wines New Hampshire

Approved the recommended request from Ruby Wines New Hampshire on behalf of Stoller to offer #062831 Adictivo Tequila Anejo 375mL as recommended.

##### 3. Spirits Test Market Results for Week Ending 01/26/2025

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:**

#000984 Patron XO Café Liqueur 750mL/6 – \$39.99 (Southern Glazer's Wine & Spirits)

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of January 30, 2025 Meeting

#003507 Ole Smoky Mint Chocolate Chip Whiskey 750mL/6 – \$19.99 (Southern Glazer’s Wine & Spirits)

#060509 Midnight Moon Moonshake Peanut Butter Cup 750mL/6 – \$23.99 (RNDC New Hampshire)

**Specialty:**

#060316 Dough Ball Birthday Cake Whiskey 750mL/6 – \$34.99 (Martignetti Companies of NNE)

**Limited:** None at this time

**Delist:**

#060315 Dry Line Lemonade 355mL/4/6 – \$18.99 (Martignetti Companies of NNE)

#060344 Doladira Aperitivo 700 mL/6 – \$38.99 (Martignetti Companies of NNE)

#060349 Greenalls London Dry Gin 750mL/12 – \$19.99 (Martignetti Companies of NNE)

4. Test Market Requests – January, February and March 2025:

a) RNDC New Hampshire – Old Forester Statesman Bourbon

Approved the recommended request from RNDC New Hampshire to offer #002223 Old Forester Statesman Bourbon 750mL/6 for Test Market Listing as recommended.

b) RNDC New Hampshire – Two Shores SM Irish Cask Finish Rum

Approved the recommended request from RNDC New Hampshire to offer #062572 Two Shores SM Irish Cask Finish Rum 700mL for Test Market Listing as recommended.

c) Southern Glazer’s Wine and Spirits – Basil Hayden’s 10 Yr Bourbon

Approved the recommended request from Southern Glazer’s Wine & Spirits to offer #003772 Basil Hayden’s 10 Yr Bourbon 750mL for Test Market Listing as recommended.

d) Southern Glazer’s Wine and Spirits – Franzia Spiked Lemonade

Approved the recommended request from Southern Glazer’s Wine & Spirits to offer #062816 Franzia Spiked Lemonade 5L/4 for Test Market Listing as recommended.

e) Southern Glazer’s Wine and Spirits – Whistlepig Snout to Tail 10 Year Bourbon

Approved the recommended request from Southern Glazer’s Wine & Spirits to offer #062813 Whistlepig Snout to Tail 10 Year Bourbon 750mL 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 10:41 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

NEW HAMPSHIRE LIQUOR COMMISSION  
Minutes of January 30, 2025 Meeting

Wendy Olcott, Administrative Assistant  
Office of the Commissioners