

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of February 6, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Patricia Peters, Director of Administration; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator.

Public: Attorney Kathryn Bradley

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD January 30, 2025.

Chairman Mollica TABLED the minutes from the January 30, 2025 Commission Meeting as he was at the State House last week. Deputy Commissioner Brassard Jordan will review and accept the January 30, 2025 minutes at the next 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 95,407 inbound cases and 75,196 outbound cases. Inventory reached 896,539 cases. For comparison, at this time last year, there were 66,402 inbound cases, 71,761 outbound cases, and inventory was 827,974 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

Chairman Mollica was pleased to see the increases.

### 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

No Store Operations update this week as James Richards, Store Operations Administrator, was not able to attend the Commission Meeting.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of February 6, 2025 Meeting

### 3) Merchandising Report

#### A) Wine

1. January 2025 Cost Change Approval List  
Approved the recommended January 2025 Cost Change Approval List as recommended.
2. January 2025 Primary Source Recommendations  
Approved the recommended January 2025 Primary Source Recommendations (39 Primary, 72 Imported, 3 Exclusive Agent, and 0 Dual Distribution) as recommended.
3. E-Mail Coupons – April 2025  
Approved the recommended and not recommended E-Mail Coupons for April 2025 submitted by miscellaneous brokers as recommended.
4. New Top 1200 Wines Ending 12/31/2024  
Approved the recommended New Top 1200 Wines Ending 12/31/2024 as recommended.
5. Off-Premise Special Discount – Exclusive Grocery Price Busters April 2025  
Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters for April 2025 from miscellaneous brokers as recommended.
6. On-Premise Special Discount – April 2025  
Approved the recommended On-Premise Special Discount – April 2025 from miscellaneous brokers as recommended.
7. REVISED NH Off-Premise Special Discount – Price Busters March & April 2025  
Approved the recommended and not recommended REVISED NH Off-Premise Special Discount – Price Busters March & April 2025 from miscellaneous brokers as recommended.
8. Special Allowance Offers – Wine – April 2025:  
Approved the recommended Special Allowance Offers – Wine – April 2025 from miscellaneous brokers as follows:
  - a) Martignetti Companies of NNE as recommended.
  - b) Pine State Beverage as recommended.
  - c) RNDC New Hampshire as recommended.
  - d) Ruby Wines New Hampshire as recommended.
  - e) Southern Glazer's Wine and Spirits as recommended.
  - f) Stone Fence Beverage as recommended.
  - g) MS Walker as recommended.
9. Vendor Request Closeout Pricing with No Additional Purchase and Floor Stock Adjustment – MS Walker  
Approved the recommended Vendor Request Closeout Pricing with No Additional Purchase and Floor Stock Adjustment – from MS Walker as recommended.

After review of the Wine items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

#### B) Tasting Events

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

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of February 6, 2025 Meeting

- 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.
  3. NHLC and Bord Bia Present – Experience the Spirit of Ireland & Off-Site Store  
Approved the recommended NHLC and Bord Bia Present – Experience the Spirit of Ireland & Off-Site Store as recommended.
  4. NHLC Employee & On-Premise Training and Spirit Tasting  
Approved the recommended NHLC Employee & On-Premise Training and Spirit Tasting as recommended.
  5. RNDC – Booker Wine Dinner – February 2025  
Approved the recommended RNDC – Booker Wine Dinner – February 2025 as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

### C) Spirits

1. December 2024 Bi-Annual Spirits Item Review – Closeout Pricing January 2025 Spirit Warehouse Only List  
Approved the recommended December 2024 Bi-Annual Spirits Item Review – Closeout Pricing January 2025 Spirit Warehouse Only List to delist 238 items as recommended.
2. January 2025 Spirit Warehouse Only List  
Approved the recommended January 2025 Spirit Warehouse Only List (8 Primary, 3 Imported, 0 Exclusive Agent) as recommended
3. Additional March 2025 Special Allowance Offers – Spirits – Martignetti Companies of NNE  
Approved the recommended Additional March 2025 Special Allowance Offers – Spirits – Martignetti Companies of NNE as recommended.
4. Additional April 2025 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits  
Approved the recommended Additional April 2025 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits as recommended.
5. REVISED – February 2025 Limited Time Offer Request for Old Fitzgerald 11Yr BIB Decanter Heaven Hill Brands – Southern Glazer’s Wine and Spirits  
Approved the REVISED recommended request from Southern Glazer’s Wine and 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. *This item was previously presented to and approved by the Commission on 01/30/2025 with the incorrect retail price and bottle cost. The correct retail price is noted on this revised memo as \$154.99 and the correct bottle cost is \$105.08.*
6. REVISED – February 2025 Line Extension Request for Adictivo Tequila Anejo – Stoller – Ruby Wines New Hampshire  
Approved the REVISED recommended request from Ruby Wines New Hampshire on behalf of Stoller to offer #062831 Adictivo Tequila Anejo 375mL as recommended. *This item was previously presented to and approved by the Commission on 01/30/2025 with the incorrect retail price. The correct retail price is noted on this revised memo as #33.99.*

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of February 6, 2025 Meeting

### 7. REVISED Spirits Test Market Results for Week Ending 1/26/2025

Approved the REVISED list of products 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. *These results were previously presented to and approved by the Commission on 01/30/2025 with the incorrect GP noted for item #060316 Dough Ball Birthday Cake Whiskey. This revised memo reflects the corrected GP of \$9,199.00 with the item still attaining Specialty Distribution.*

**Full Distribution:**

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

#003507 Ole Smoky Mint Chocolate Chip Whiskey 750mL/6 – \$19.99 (Southern Glazer’s Wine and 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 700mL/6 – \$38.99 (Martignetti Companies of NNE)

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

### 8. Spirits Test Market Results for Week Ending 2/2/2025

Approved the following products 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.

**Full Distribution:**

None at this time

**Specialty:**

#060012 400 Conejos Reposado Mezcal 750mL/6 – \$39.99 (Southern Glazer’s Wine and Spirits)

#060508 Midnight Moon Chocolate Brownie Moonshake 750mL/6 – \$23.99 RNDC New Hampshire)

**Limited:**

None at this time

**Delist:**

#008405 Garrison Brothers HoneyDew Straight Bourbon 750mL/6 – \$79.99 (Southern Glazer’s Wine and Spirits)

#008597 Sogno di Sorrento Espresso Caffè 750mL/6 – \$29.99 (RNDC New Hampshire)

#060237 Templeton Bourbon Fortitude 750mL/6 – \$39.99 (RNDC New Hampshire)

#060306 Mount Rigi Liqueur 750mL/6 – \$34.99 (Martignetti Companies of NNE)

#060473 Buena Gave Margarita RTD 355mL/4/6 – \$14.99 (RNDC New Hampshire)

After review of the Spirits items listed above, Chairman Mollica 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.

NEW HAMPSHIRE LIQUOR COMMISSION  
Minutes of February 6, 2025 Meeting

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

Kathryn Bradley, an attorney representing Scott Schaier and the beverage distribution folks, presented a letter related to item 6E on the Enforcement agenda. Attorney Bradley will meet with Chief Armaganian, Lieutenant Culver and Scott Schaier next week to further discuss. Attorney Bradley's letter is attached.

At 10:45 a.m. the meeting was adjourned.

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

**BRUCE J. MARSHALL LAW OFFICES, P.L.L.C.**

48 GRANDVIEW ROAD, SUITE 3

BOW, NEW HAMPSHIRE 03304

TELEPHONE: 603-715-8720

FAX: 603-715-8721

EMAIL: [kbradley@marshallawnh.com](mailto:kbradley@marshallawnh.com)

[www.Marshallawnh.com](http://www.Marshallawnh.com)

BRUCE J. MARSHALL  
KATHRYN M. BRADLEY

February 6, 2025

New Hampshire Liquor Commission  
50 Storrs Street  
Concord, NH 03301

Dear Members of the New Hampshire Liquor Commission:

I am writing to express a concern regarding the application for a restaurant license submitted by Saco River Brewing Taphaus, ("Saco River Brewing") currently on today's Enforcement agenda. Based on their current licensing status, the Commission's granting them a restaurant license may result in a violation of RSA 179:11, specifically the prohibited interest clause.

As Saco River Brewing currently holds a beverage vendor license, *see attachment*, and is distributed in New Hampshire through a licensed wholesale distributor, and since they do not plan to produce their beer or beverages on-site, granting them a restaurant license may conflict with RSA 179:11's restrictions on business interests. This may unintentionally violate existing statutory requirements, create issues for other industry stakeholders and disrupt the three-tier system.

I respectfully request that the Commission carefully review this matter to ensure compliance with RSA 179:11 and to avoid any unintended consequences related to licensing.

Thank you for your attention to this issue. I trust that the Commission will take the necessary steps to ensure that all licenses are in full compliance with state law.

Sincerely yours,

  
Kathryn M. Bradley

Page 2 – February 6, 2025 Letter to NHLC

cc: Chief Mark Armaganian, Client

Attachment – NH Online Licensing – Saco River Brewing LLC



# NEW HAMPSHIRE Online Licensing

nh.gov  
Licensing  
Home

## Person Information

Name: SACO RIVER BREWING LLC

## Address Information

Address 10 JOCKEY CAP LANE City: Fryeburg State: ME Zip: 04037 County: Oxford  
Business Phone: 2072563028 Email: sacoriverbrewing@gmail.com

## License Information

DBA:	SACO RIVER BREWING	License Type:	Beverage Vendor		
License No:	98531	Profession:	Liquor Commission		
License Status:	Active	Issue Date:	2/20/2020	Expiration Date:	12/31/2025

## Discipline Information

No Discipline Information

No Related Documents



[NH.Gov](#) | [Privacy Policy](#) | [Accessibility Policy](#) | [Contact Us Form](#)

Attachment  
to Feb. 6, 202  
letter to NHLC