

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 13, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Patricia Peters, Director of Administration; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL.

Attended for employee certificate presentation: Tara Camire, Caitlyn Polizos, Tina Demers, Eric Marsh, Susan Lessard, Melanie Sherman, Cassandra Sweetser, Bonnie Gilpatric, Audrey Enderson, Patricia Tufo, Patrick Narbonne, Holly Ross, Shannon LeBlanc, Wendy Roy, Anshu Shrestha and Vicki Bennett.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

EMPLOYEE CERTIFICATE PRESENTATIONS:

Caitlyn Polizos was recognized for 10 years of service with the State of New Hampshire with the past 3 plus years here at the Liquor Commission. During this time, Ms. Polizos has worked her way up to Accounts Payable Supervisor. Chief Financial Officer, Tina Demers, thanked Ms. Polizos for her hard work and dedication and for being a pleasure to work with.

Tara Camire was recognized for 25 years of service with the State of New Hampshire with the last 13 years being at the Liquor Commission. In her role as Events Coordinator, Tara coordinates thousands of product tastings in our outlets, throughout the year, as well as numerous training opportunities for our outlet staff. Ms. Camire also plays a key role in planning and carrying out the Distiller's Showcase and Winter Wine Spectacular, along with dinners and other associated events. Director Mark Roy thanked Ms. Camire for her great work. He acknowledged how much he values her work and the fact that he can always count on her.

Chairman Mollica and Deputy Commissioner Brassard Jordan thanked Ms. Polizos and Ms. Camire for their hard work and dedication and acknowledged how much they appreciate having them on our team.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETINGS HELD January 30, 2025 and February 6, 2025.

Deputy Commissioner Brassard Jordan removed the minutes of the January 30, 2025 Commission Meeting from the table and accepted them.

Chairman Mollica accepted the minutes from the February 6, 2025 Commission Meeting.

III) ADMINISTRATION

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1) DHL - Key Performance Indicators (KPI's) Report Update

Zach Edgecomb forwarded the KPI Report to the Commission and it has been reviewed. Mr. Holland reported 104,825 inbound cases and 74,425 outbound cases. Inventory reached 926,168 cases. For comparison, at this time last year, there were 101,295 inbound cases, 78,421 outbound cases, and inventory was 859,898 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, thanked DHL for being great partners, once again, by providing critical support in helping us get surplus goods to White Farm in time for their spring auction. Director Roy also 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 our outlets are open regular hours through the weekend, as well as on President's Day. They are well stocked for Valentine's Day shopping.

3) Merchandising Report

A) Wine

1. Enter-To-Win an E-Gift Card Towards the Purchase of Diamond Earrings Sweepstakes – January – May 2025 – Delicato Family Wines – MS Walker

Approved the recommended Enter-To-Win an E-Gift Card Towards the Purchase of Diamond Earrings Sweepstakes – January – May 2025 – Delicato Family Wines – MS Walker as recommended.

2. May 2025 Monthly Promotional Sale

Approved the recommended May 2025 Monthly Promotional Sale as recommended.

3. June 2025 Monthly Promotional Sale

Approved the recommended June 2025 Monthly Promotional Sale as recommended.

4. NH Winery Display Rack Program – April, May, and June 2025

Approved the recommended NH Winery Display Rack Program – April, May, and June 2025 for miscellaneous brokers as recommended.

5. One Time Purchase for our Power Buy Program – Martignetti Companies of NNE

Approved the recommended One Time Purchase for our Power Buy Program for Martignetti Companies of NNE as recommended.

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6. One Time Purchase for our Power Buy Program – Misc Brokers
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from Miscellaneous brokers as recommended.
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 02/13/2025
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 02/13/2025 from miscellaneous brokers as recommended.
8. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters March 2025
Approved the recommended and not recommended REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters March 2025 from miscellaneous brokers as recommended.
9. REVISED Roll Out Requests – RNDC New Hampshire – January 2025
Approved the recommended REVISED Roll Out Requests – RNDC New Hampshire – January 2025 as recommended.
10. REVISED Wine Multi Bottle Promotion – Martignetti Companies of NNE – March 2025
Approved the recommended REVISED Wine Multi Bottle Promotion – Martignetti Companies of NNE – March 2025 as recommended.
11. Roll Out Requests – Multiple Brokers – April 2025
Approved the recommended and not recommended Roll Out Requests – Multiple Brokers – April 2025 as recommended.
12. Test Market Requests - Multiple Brokers - April 2025
Approved the recommended and not recommended Test Market Requests - Multiple Brokers - April 2025 as recommended.
13. Vendor Request Closeout Pricing with No Additional Purchase – Martignetti Companies of NNE
Approved the recommended Vendor Request Closeout Pricing with No Additional Purchase – Martignetti Companies of NNE as recommended.
14. Wine Multi Bottle Promotion – April 2025
TABLED the Wine Multi Bottle Promotion – April 2025 from miscellaneous brokers for additional work, as recommended.
15. Wine Outlet Price Busters – April 2025
Approved the recommended and not recommended Wine Outlet Price Busters – April 2025 from 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. In-Store Bottle Signing and Tasting with Ruby Wines and NHL's Jeremy Roenick Hockey Hall of Famer – February 2025
Approved the recommended In-Store Bottle Signing and Tasting with Ruby Wines and NHL's Jeremy Roenick Hockey Hall of Famer – February 2025 as recommended.
2. In-Store Tasting – RNDC New Hampshire with Outcast Brands – March 2025
Approved the recommended In-Store Tasting – RNDC New Hampshire with Outcast Brands – March 2025 as recommended.
3. March 2025 NH Liquor & Wine Outlet In-Store Events

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

4. April 2025 NH Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended April 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 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. Appeal Requests – December 2024:

- a) Southern Glazer's Wine and Spirits – Ciroc Apple Vodka 375mL, Ciroc Pineapple Vodka 1.75mL, and Ciroc Pineapple Vodka 375mL

Approved the recommended Appeal Request from Southern Glazer's Wine and Spirits for Ciroc Apple Vodka 375mL, Ciroc Pineapple Vodka 1.75mL, and Ciroc Pineapple Vodka 375mL as recommended. *These items were listed with the wrong lifecycle status which delayed inventory from getting to stores. I recommend the items be returned to their previous status of Specialty.*

- b) Southern Glazer's Wine and Spirits – Hirsch the Horizon Bourbon Whiskey

Approved the recommended Appeal Request from Southern Glazer's Wine and Spirits for Hirsch the Horizon Bourbon Whiskey 750mL/12 as recommended.

2. Limited Time Offer Requests – February 2025:

- a) RNDC New Hampshire – Penelope Rio Straight Bourbon

Approved the recommended request from RNDC New Hampshire on behalf of Luxco, Inc. to purchase 75 cases of #002823 Penelope Rio Straight Bourbon 750mL/6 as a Limited Time Offer Request as recommended.

- b) RNDC New Hampshire – Two Shores Peated Cask Finish Rum

Approved the recommended request from RNDC New Hampshire on behalf of Outcast Brands to purchase 36 cases of #062822 Two Shores Peated Cask Finish Run 700mL/6 as a Limited Time Offer Request as recommended.

- c) RNDC New Hampshire – Woodford Rsv Double Double Oaked

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 40 cases of #062673 Woodford Rsv Double Double Oaked 700mL/6 as a Limited Time Offer Request as recommended.

- d) Southern Glazer's Wine and Spirits – Elijah Craig Rye Toasted Barrel

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Brands to purchase 42 cases of #062875 Elijah Craig Rye Toasted Barrel 750mL/6 as a Limited Time Offer Request as recommended.

- e) Southern Glazer's Wine and Spirits – OCHO Anejo Tequila

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Brands to purchase 10 cases of #062881 OCHO Anejo Tequila 750mL/6 as a Limited Time Offer Request as recommended.

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3. Line Extension Requests – February 2025:
 - a) Southern Glazer’s Wine and Spirits – Bacardi Gold Rum 50mL
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Bacardi Brands to offer #062893 Bacardi Gold Rum 50mL/120 as recommended.
 - b) Southern Glazer’s Wine and Spirits – D’Usse VSOP Cognac 1.75L
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Bacardi Brands to offer #062894 D’Usse VSOP Cognac 1.75L/3 as recommended.
 - c) Southern Glazer’s Wine and Spirits – Jameson Orange 375mL
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Pernod Ricard to offer #062924 Jameson Orange 375mL/24 as recommended.
4. One Time Buy Requests – February 2025:
 - a) Southern Glazer’s Wine and Spirits – Angel’s Envy Private Select #240624
Approved the recommended One Time Buy Request from Southern Glazer’s Wine and Spirits on behalf of Bacardi Brands to purchase 46 cases of #062410 Angel’s Envy Private Select #240624 750mL/6 as recommended.
 - b) Southern Glazer’s Wine and Spirits – Maker’s Mark Private Selection Barrel Buys
Approved the recommended One Time Buy Request from Southern Glazer’s Wine and Spirits on behalf of Suntory Global Spirits to purchase the following as recommended:
42 cases of #062918 Maker’s Mark Private Select Barrel #11252 Baker’s Delight 750mL
42 cases of #062919 Maker’s Mark Private Select Barrel #11253 Fireside Chat 750mL
42 cases of #062920 Maker’s Mark Private Select Barrel #11229 History Repeats It
42 cases of #062921 Maker’s Mark Private Select Barrel #11254 Over the Top 750mL
42 cases of #062922 Maker’s Mark Private Select Barrel #11230 Welcome Back 2019
5. Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Limoncello del Mediterraneo – The Artisan Collection – Stone Fence Beverage
Approved the Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Limoncello del Mediterraneo – The Artisan Collection from Stone Fence Beverage on behalf of The Artisan Collection to purchase 255 cases of #062829 Limoncello del Mediterraneo 1L/12 as recommended.
6. Spirits Test Market Results for Week Ending 02/09/2025
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:
#060051 Teremana Blanco Tequila 1.75L/6 – \$64.99 (Southern Glazer’s Wine and Spirits)
Specialty:
#002099 Whiskey In The Wild Twist of Orange 750mL/6 – \$89.99 (Ruby Wines New Hampshire Inc.)
#060407 Patron El Alto 750mL/6 – \$169.99 (Southern Glazer’s Wine and Spirits)
#060442 Penelope Rose Cask Finish 750mL/6 – \$49.99 (RNDC New Hampshire)
#060868 Coppa Cocktails Mai Tai 750mL/6 – \$16.99 (MS Walker)
#060877 Glenmorangie Triple Case Reserve 750mL/6 – \$42.99 (MS Walker)
Limited: None at this time
Delist:
#001082 Vermont Ice Gin 750mL/6 – \$35.99 (Pine State Beverage)
#007685 Warner’s Rhubarb Gin 750mL/6 – \$29.99 (Martignetti Companies of NNE)
#007687 Tromba Blanco Tequila 750mL/6 – \$39.99 (Martignetti Companies of NNE)

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- #060239 Templeton Midnight Rye 750mL – \$39.99 (RNDC New Hampshire)
- #060308 Dirty Monkey Banana Peanut Butter Whiskey 750mL – \$27.99 (Martignetti Companies of NNE)
- #060309 Dulce Vida Pineapple Jalapeno Tequila 750mL/12 – \$24.99 (Martignetti Companies of NNE)
- #060441 Ezra Brooks 99 Port Cask Finish 750mL/6 - \$34.99 (RNDC New Hampshire)
- #060775 Mozart Chocolate Cream Liqueur 375mL/6 – \$16.99 (RNDC New Hampshire)
- #060783 Junipero Smoked Rosemary Gin 750mL/6 – \$34.99 (Southern Glazer’s Wine and Spirits)
- #060784 Numbskull Cool Mint & Chocolate Whiskey 750mL/12 – \$19.99 (Southern Glazer’s Wine and Spirits)
- #060864 The Copper Can Blackberry Mule 187mL/4pk/6 – \$15.99 (Baystate Wine & Spirits)
- #060865 Mozart Chocolate Coconut Liqueur 750mL/6 – \$29.99 (Baystate Wine & Spirits)
- #060866 Chica Chida Peanut Butter Tequila 750mL/6 – \$24.99 (RNDC New Hampshire)

7. Test Market Requests – February 2025:

- a) RNDC New Hampshire – Drumshanbo Brazilian Pineapple Irish Gin
Approved the recommended request from RNDC New Hampshire to offer #061595 Drumshanbo Brazilian Pineapple Irish Gin 750mL/6 for Test Market Listing as recommended.
- b) Southern Glazer’s Wine and Spirits – Absolut Cocktails Classic Cosmopolitan and Absolut Cocktails Espresso Martini
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062900 Absolut Cocktails Classic Cosmopolitan 750ml/12 and #062902 Absolut Cocktails Espresso Martini 750mL for Test Market Listing as recommended.
- c) Southern Glazer’s Wine and Spirits – Jameson Ginger & Lime
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062903 Jameson Ginger & Lime 355mL/4 for Test Market Listing as recommended.
- d) Southern Glazer’s Wine and Spirits – Revivalist Garden Gin
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #062879 Revivalist Garden Gin 700mL 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.

VI) LATE ITEMS

No Late Items

VII) PUBLIC COMMENT

No Public Comments

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At 10:56 a.m. the meeting was adjourned after Chairman Mollica and Deputy Commissioner Brassard Jordan expressed how important it is to recognize employee longevity and how much they appreciate being part of these presentations.

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