

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of February 20, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Patrica 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; Lieutenant Matthew Culver, Enforcement; Jon Holland, DHL; Joe Wallenhorst, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD February 13, 2025.

Chairman Mollica made a motion to accept the minutes from the February 13, 2025 Commission Meeting. Deputy Commissioner Brassard Jordan seconded the motion. The motion was unanimously adopted.

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. Holland reported 91,257 inbound cases and 79,682 outbound cases. Inventory reached 936,776 cases. For comparison, at this time last year, there were 99,275 inbound cases, 78,997 outbound cases, and inventory was 878,715 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, 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 are operating well.

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3) Merchandising Report

A) Wine

1. TABLED – Wine Multi Bottle Promotion – April 2025
Removed from the table and approved the recommended and not recommended TABLED – Wine Multi Bottle Promotion – April 2025 from miscellaneous brokers as recommended.
2. Enter-To-Win an E-Gift Card Towards the Purchase of Zac Brown Concert Tickets Sweepstakes – February – March 2025 – Z. Alexander Wines – MS Walker
Approved the recommended Enter-To-Win an E-Gift Card Towards the Purchase of Zac Brown Concert Tickets Sweepstakes – February – March 2025 – Z. Alexander Wines – MS Walker as recommended.
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 02/20/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 02/20/2025 from miscellaneous brokers as recommended.
4. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
5. REVISED March 2025 Special Allowance Offers – Wine – RNDC New Hampshire
Approved the recommended REVISED March 2025 Special Allowance Offers – Wine – RNDC New Hampshire as recommended.
6. Test Market Results for October 2024 – January 2025 – EXPAND DISTRIBUTION
Approved the recommended and not recommended Test Market Results for October 2024 – January 2025 – EXPAND DISTRIBUTION as recommended.
7. Test Results – October 2024 – January 2025 – REMOVE FROM RETAIL
Approved the recommended Test Results – October 2024 – January 2025 – REMOVE FROM RETAIL as recommended.
8. Wine Flash Sale Promotion – April 2025
Approved the recommended Wine Flash Sale Promotion – April 2025 from miscellaneous brokers as recommended.

For Information Only

9. Status of 2025 Roll Out Items
10. Status of 2024 & 2025 Test Items

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

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3. 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.
4. May 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended May 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
5. In-Store Tasting – Ruby Wines– Valckenberg – April 2025
Approved the recommended In-Store Tasting – Ruby Wines– Valckenberg – April 2025 as recommended.
6. In-Store Tasting – SGWS with Irish Whiskey – Distiller Diaries – March 2025
Approved the recommended In-Store Tasting – SGWS with Irish Whiskey – Distiller Diaries – March 2025 as recommended.
7. In-Store Tasting – SGWS with Irish Whiskey – Gaelic Gold – March 2025
Approved the recommended In-Store Tasting – SGWS with Irish Whiskey – Gaelic Gold – March 2025 as recommended.
8. RNDC – Booker Wine Dinner Rescheduled – March 2025
Approved the recommended RNDC – Booker Wine Dinner Rescheduled – March 2025 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. Limited Time Offer Requests – February & March 2025:
 - a) Southern Glazer’s Wine and Spirits – Blue Spot Cask Strength 7 Year
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Pernod Ricard to purchase 25 cases of #006185 Blue Spot Cask Strength 7 Year 750mL/6 as a Limited Time Offer Request as recommended.
 - b) Southern Glazer’s Wine and Spirits – Old Elk Cigar Cut Punch Cut Vol. 1
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Old Elk Distillery to purchase 12 cases of #062940 Old Elk Cigar Cut Punch Cut Vol. 1 750mL/6 as a Limited Time Offer Request as recommended.
 - c) Wood Stove Products LLC – Wood Stove Mixers
Approved the recommended request from Wood Stove Products LLC to purchase the following as a Limited Time Offer Request as recommended:
#062988 Wood Stove Glitter Mimosa Mixer 16oz/6
#062989 Wood Stove Espresso Martini Mixer 16oz/6
#062990 Wood Stove Glitter Sangria Mixer 16oz/6
2. One Time Buy Request for Heaven’s Door Bootleg Series Vol. VI – Park Street Imports – Southern Glazer’s Wine and Spirits – February 2025
Approved the recommended One Time Buy Request from Southern Glazer’s Wine and Spirit on behalf of Park Street Imports to purchase 20 cases of #062925 Heaven’s Door Bootleg Series Vol. VI 700mL/1 as recommended.

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3. Special Allowance Offers – Spirits – May 2025:
Approved the recommended Special Allowance Offers – Spirits – May 2025 from miscellaneous brokers as follows:
 - a) Martignetti Companies of NNE as recommended.
 - b) Pine State Trading 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) MS Walker as recommended.
4. Spirits Test Market Results for Week Ending 02/16/2025
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.
Full Distribution:
#002617 Yellow Spot Irish Whisky 750mL/6 – \$64.99 (Southern Glazer’s Wine and Spirits)
Specialty:
#060106 Volcan Blanco Tequila 750mL/6 – \$52.99 (Southern Glazer’s Wine and Spirits)
#060726 Drumshanbo Single Pot Still Irish Whisky 750mL/6 – \$64.99 (RNDC New Hampshire)
Limited:
None at this time
Delist:
#006436 Sobieski Vanilla 750mL/12 – \$13.99 (Martignetti Companies of NNE)
#060609 Idoniko Tsipouro 750mL/6 – \$32.99 (Pine State Beverage)
#060782 Black Velvet Reserve 1.75L/6 – \$24.99 (Southern Glazer’s Wine and Spirits)
5. Test Market Requests – February & March 2025:
 - a) Bay State Wine & Spirits – London Liqueurs Cactus Water and London Liqueurs Triple Sec
Approved the recommended request from Baystate Wine & Spirits to offer #062960 London Liqueurs Cactus Water 750mL/12 and #062961 London Liqueurs Triple Sec 750mL/12 for Test Market Listing as recommended.
 - b) RNDC New Hampshire – 360 Madagascar Vanilla Flavored Vodka
Approved the recommended request from RNDC New Hampshire to offer #007421 360 Madagascar Vanilla Flavored Vodka 750mL/12 for Test Market Listing as recommended.
 - c) RNDC New Hampshire – El Mayor Cristalino Tequila
Approved the recommended request from RNDC New Hampshire to offer #005278 El Mayor Cristalino Tequila 750mL/6 for Test Market Listing as recommended.
 - d) RNDC New Hampshire – Exotico Reposado 100% Agave Tequila
Approved the recommended request from RNDC New Hampshire to offer #001549 Exotico Reposado 100% Agave Tequila 750mL/12 for Test Market Listing as recommended.
 - e) RNDC New Hampshire – Freeland Spirits Gin
Approved the recommended request from RNDC New Hampshire to offer #008783 Freeland Spirits Gin 750mL/6 for Test Market Listing as recommended.
 - f) RNDC New Hampshire – Xicaru Pechuga Mole
Approved the recommended request from RNDC New Hampshire to offer #004854 Xicaru Pechuga Mole 750mL/6 for Test Market Listing as recommended.

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- g) Southern Glazer's Wine and Spirits – Asbach Coffee + Cream Liqueur
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #062968 Asbach Coffee + Cream Liqueur 700mL/6 for Test Market Listing as recommended.
- h) Southern Glazer's Wine and Spirits – Bailey's Cookies and Creamy Non-Dairy and Bailey's Coffee Toffee Non-Dairy
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #062975 Bailey's Cookies and Creamy Non-Dairy 750mL/12 and #062976 Bailey's Coffee Toffee Non-Dairy 750mL/12 for Test Market Listing as recommended.
- i) Southern Glazer's Wine and Spirits – Ciroc Riviera Strawberry Limonade Vodka
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #062972 Ciroc Riviera Strawberry Limonade Vodka 750mL/12 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

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

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