

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of February 27, 2025 Meeting

Meeting commenced at 10:35 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; Mike Derderian, Spirits Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: Justin Gunter, Wine Marketing Specialist; Director Mark Armaganian, Enforcement.

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD February 20, 2025

Chairman Mollica made a motion to accept the minutes from the February 20, 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. Wilson reported 70,855 inbound cases and 73,444 outbound cases. Inventory reached 931,294 cases. For comparison, at this time last year, there were 89,055 inbound cases 76,663 outbound cases, and inventory was 873,307 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 once again for helping to clean up state surplus at our Hall Street location. DHL has been transporting surplus goods to the White Farm. There is only one load remaining. Deputy Commissioner Brassard Jordan also thanked DHL for their ongoing assistance with this project.

Director Roy 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.

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### 2) Store Operations Update

James Richards, Store Operations Administrator, reported that we completed a reset at our Milford outlet this week. The changes in shelving will result in an improved shopping experience and wider selection. Administrator Richards thanked DHL and our broker partners for their assistance with the reset. He was pleased to report that the reset was accomplished without any interruption to service for our customers.

### 3) Merchandising Report

#### A) Wine

1. February 2025 Cost Change Approval List  
Approved the recommended February 2025 Cost Change Approval List as recommended.
2. February 2025 Primary Source Recommendations  
Approved the recommended February 2025 Primary Source Recommendations (51 Primary, 89 Imported, 10 Exclusive Agent, and 0 Dual Distribution) as recommended.
3. Recommended Allocated Wines for Distribution to Selected Stores 02/27/2025  
Approved the Recommended Allocated Wines for Distribution to Selected Stores 02/27/2025 as recommended.
4. REVISED Special Allowance Offers – April 2025 - Wine:  
Approved the recommended REVISED Special Allowance Offers – Wine – April 2025 from miscellaneous brokers as follows:
  - a) RNDC New Hampshire as recommended
  - b) MS Walker as recommended
5. ADDITIONAL Special Allowance Offers – April 2025 – Wine:  
Approved the recommended ADDITIONAL Special Allowance Offers – Wine – April 2025 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
6. Special Allowance Offers - May 2025 – Wine:  
Approved the recommended Special Allowance Offers – Wine – May 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) Southern Glazer’s Wine and Spirits as recommended
  - e) Stone Fence Beverage as recommended
  - f) MS Walker as recommended
7. Vendor Request – National Pricing Alignment with No Additional Purchase and Floor Stock Adjustment – RNDC New Hampshire  
Approved the recommended Vendor Request – National Pricing Alignment with No Additional Purchase and Floor Stock Adjustment – RNDC New Hampshire as recommended.
8. REVISED Wine Flash Sale Promotion – April 2025  
Approved the recommended REVISED Wine Flash Sale Promotion – April 2025 as recommended.

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### 9. REVISED Wine Outlet Price Busters – April 2025

Approved the recommended REVISED Wine Outlet Price Busters – April 2025 as recommended.

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

### B) Tasting Events

#### 1. Bring Back Jack Event 2025

Approved the recommended Bring Back Jack Event 2025 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. 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 May 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. February 2025 Spirit Warehouse Only List

Approved the recommended February 2025 Spirit Warehouse Only List (17 Primary, 4 Imported, 0 Exclusive Agent) as recommended.

#### 2. REVISED – December 2024 Bi-Annual 50mL Spirits Item Review

Approved the recommended REVISED – December 2024 Bi-Annual 50mL Spirits Item Review as recommended.

#### 3. Limited Time Offer Requests – February & March 2025:

##### a) Southern Glazer's Wine and Spirits – Maker's Mark 46 Cask Strength

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Suntory Global Spirits to purchase 85 cases of #005722 Maker's Mark 46 Cask Strength 750mL/6 as a Limited Time Offer Request as recommended.

##### b) Southern Glazer's Wine and Spirits – Ole Smoky Key Lime Cream Moonshine

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Ole Smoky Distillery to purchase 100 cases of #062992 Ole Smoky Key Lime Cream Moonshine 750mL/6 as a Limited Time Offer Request as recommended.

##### c) Southern Glazer's Wine and Spirits – Ole Smoky Mandarins in Moonshine

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Ole Smoky Distillery to purchase 100 cases of #062991 Ole Smoky Mandarins in Moonshine 750mL/6 as a Limited Time Offer Request as recommended.

##### d) Southern Glazer's Wine and Spirits – Sazerac Rye SB #18H29BB476071 and Sazerac Rye SB #18H29BB476014

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Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to purchase 40 cases of #063040 Sazerac Rye SB #18H29BB476071 750mL/6 and 40 cases of #063041 Sazerac Rye SB #18H29BB476014 750mL/6 as a Limited Time Offer Request as recommended.

4. Line Extension Request for Mi Campo Blanco Tequila 1.75L – February 2025 – Constellation – RNDC New Hampshire

Approved the recommended request from RNDC New Hampshire on behalf of Constellation to offer #062670 Mi Campo Blanco Tequila 1.75mL/3 as a Line Extension Request as recommended.

5. Spirits Test Market Results for Week Ending 02/23/2025

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:**

#061375 Blue Run KS Bourbon Whiskey Reflection II 750mL/6 – \$89.99 (Pine State Beverage)

#061937 Ketel One Espresso Martini 750mL/6 - \$25.99 (Southern Glazer's Wine and Spirits)

**Specialty:**

#060720 Sugarwood 1790 750mL/6 – \$99.99 (Stone Fence Beverage)

#060765 Buzzard's Roost Bottled in Bond Straight Bourbon Whiskey 750mL/6 – \$79.99 (Ruby Wines New Hampshire)

#060768 Buzzard's Roost Char #1 Straight Bourbon Whiskey 750mL/6 - \$74.99 (Ruby Wines New Hampshire)

**Limited:**

#060438 Hooten Young 12Yr. Whiskey 750mL/6 - \$79.99 (RNDC New Hampshire)

**Delist:**

#060445 Bombarda Drake Dark Rum 750mL/6 – \$34.99 (RNDC New Hampshire)

#060498 Sobieski Grapefruit Vodka 750mL/12 - \$13.99 (Martignetti Companies of NNE)

#060867 Clark & Chesterfield Maple Whiskey 750mL/6 - \$59.99 (RNDC New Hampshire)

6. Test Market Requests – February & March 2025:

- a) Martignetti Companies of NNE – Tin Cup Straight Bourbon Whiskey

Approved the recommended request from Martignetti Companies of NNE to offer #062915 Tin Cup Straight Bourbon Whiskey 750mL/12 for Test Market Listing as recommended.

- b) Southern Glazer's Wine and Spirits – Ole Smoky Blackberry Whiskey

Approved the recommended request from Southern Glazer's Wine and Spirits to offer #062994 Ole Smoky Blackberry Whiskey 750mL/6 for Test Market Listing as recommended.

- c) MS Walker – Don Q Reserva 7 Rum

Approved the recommended request from MS Walker to offer #062314 Don Q Reserva 7 Rum 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.

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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