

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 6, 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; Director Mark Armaganian, Enforcement; Kelly Mathews, Chief Human Resources Administrator; Janet Donnelly, Paralegal; Jon Holland, DHL; Ryan Wilson, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

OATH TAKEN – Patricia Peters took the oath of office as Director of the Division of Administration for the State Liquor Commission. Deputy Commissioner Brassard Jordan administered the oath. Kelly Mathews and Janet Donnelly attended to witness the oath and notarize the document.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD February 27, 2025.

Deputy Commissioner Brassard Jordan accepted the minutes from the February 27, 2025 Commission Meeting.

III) ADMINISTRATION

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

Kimberly Buckholz forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson reported 84,721 inbound cases and 84,247 outbound cases. Inventory reached 931,790 cases. For comparison, at this time last year, there were 101,001 inbound cases, 76,663 outbound cases, and inventory was 915,297 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.

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2) Store Operations Update

James Richards, Store Operations Administrator, reported that employees from outlets across the state will be participating in a training this afternoon on Irish products. This training will greatly benefit our staff and customers.

Administrator Richards also reported that Store 33 in Manchester experienced a catastrophic failure of the sprinkler system on Monday. This failure resulted in the flooding of the back room of the store and Enforcement area, as well as a significant loss of product. We are currently cleaning, affidaviting product and documenting damage. The store is closed due to the leak. It will remain closed until a thorough cleaning has been completed, the landlord has remedied the situation, and we have approval from the city of Manchester and the Liquor Commission to reopen. Chairman Mollica acknowledged the significant costs associated with clean-up, destruction of product, overtime, and Enforcement detail and requested that Administrator Richards provide a full accounting of the expenditures on the record. Administrator Richards indicated he is compiling that information, as things progress, and will provide a full accounting as soon as possible.

3) Merchandising Report

A) Wine

1. REVISED Roll Out Request – Multiple Brokers – April 2025
Approved the recommended and not recommended REVISED Roll Out Request from miscellaneous brokers as recommended.
2. REVISED Special Allowance Offers – Pine State Beverage – Wine - April 2025
Approved the recommended REVISED Special Allowance Offers from Pine State Beverage as recommended.
3. ADDITIONAL Special Allowance Offers – Wine - April 2025:
Approved the recommended ADDITIONAL Special Allowance Offers – Wine – April 2025 from miscellaneous brokers as follows:
 - a) Pine State Beverage as recommended
 - b) Southern Glazer’s Wine and Spirits as recommended
 - c) MS Walker as recommended
4. REVISED Wine Outlet Price Busters – April 2025
Approved the recommended and not recommended REVISED Wine Outlet Price Busters – April 2025 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. Store Promotion Only Event with Martignetti and Tin Cup Jeep and Trailer – March 2025
Approved the recommended Store Promotion Only Event with Martignetti and Tin Cup Jeep and Trailer – 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.

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The motion was unanimously adopted.

C) Spirits

1. Holiday and One Time Buy Close-Out

Approved the recommended Holiday and One Time Buy Close-Out as recommended.

2. Limited Time Offer Requests – March 2025:

a) Martignetti Companies of NNE – Bib & Tucker 10 Yr Small Batch

Approved the recommended request from Martignetti Companies of NNE to purchase 10 cases of #008357 Bib & Tucker 10 Yr Small Batch 750mL/6 as a Limited Time Offer Request as recommended.

b) Martignetti Companies of NNE – Hendrick’s Oasium Gin

Approved the recommended request from Martignetti Companies of NNE to purchase 600 cases of #063143 Hendrick’s Oasium Gin 750mL/6 as a Limited Time Offer Request as recommended.

c) RNDC New Hampshire – Woodford Rsv Kentucky Derby Bourbon

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp to purchase 100 cases of #005005 Woodford Rsv Kentucky Derby Bourbon 1L/6 as a Limited Time Offer Request as recommended.

d) RNDC New Hampshire – Woodford Rsv Mint Julep VAP

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman Corp to purchase 100 cases of #005441 Woodford Rsv Mint Julep VAP 750mL/6 as a Limited Time Offer Request as recommended.

3. One-Time Buy Request for Blood Oath Pact XI – Luxco - RNDC New Hampshire – April 2025

Approved the recommended request from RNDC New Hampshire on behalf of Luxco to purchase 190 cases of #063130 Blood Oath Pact XI 750mL/6 as a One Time Buy Request as recommended.

4. Spirits Test Market Results for Week Ending 03/02/2025

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:

#002025 Widow Jane Decadence 750mL/6 – \$99.99 (Southern Glazer’s Wine and Spirits)

Specialty:

#008125 Casa Noble Marques De Casa Anejo 750mL/3 – \$169.99 (RNDC New Hampshire)

#060830 Licor 43 Crème Brulee 750mL/6 – \$26.99 (RNDC New Hampshire)

Limited:

#008679 Amrut Indian Fusion Single Malt Whiskey 750mL/6 – \$67.99 (Stone Fence Beverage)

Delist:

#003480 UV Grape Vodka 750mL/12 – \$10.99 (Southern Glazer’s Wine and Spirits)

#003504 Ole Smoky Orange Shinesickle Cream 750mL/6 – \$19.99 (Southern Glazer’s Wine and Spirits)

#003508 Ole Smoky Cookie Dough Whiskey 750mL/6 – \$19.99 (Southern Glazer’s Wine and Spirits)

#060625 Mingle Mocktails Cranberry Cosmo 355mL/4/6 \$13.99 (RNDC New Hampshire)

#060626 Mingle Mocktails Key Lime Margarita 355mL/4/6 – \$13.99 (RNDC New Hampshire)

#060831 Thunder Bitch 700mL/6 – \$19.99 (RNDC New Hampshire)

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#060872 All Hands Cocktails Cherry Limeade Vodka Soda 355mL/4/6 – \$15.99 (Pine State Beverage)

#060874 All Hands Raspberry Lemonade Vodka Soda 355mL/4/6 – \$15.99 (Pine State Beverage)

#060875 LANA Tequila Reposado 750mL/6 – \$99.99 (Pine State Beverage)

#060876 LANA Tequila Blanco 750mL/6 – \$79.99 (Pine State Beverage)

#060892 Loud Lemon Island Jam 355mL/4/6 – \$12.99 (Stone Fence Beverage)

#060893 Loud Lemon Summer Hummer 355mL/4/6 – \$12.99 (Stone Fence Beverage)

#061072 Leroux Triple Sec 1.75L/6 - \$8.99 (Southern Glazer's Wine and Spirits)

5. Test Market Request – March 2025:

a) RNDC New Hampshire – Casa Azul Organic Tequila Blanco

Approved the recommended request from RNDC New Hampshire to offer #063136 Casa Azul Organic Tequila Blanco 750mL/6 for Test Market Listing as recommended.

b) RNDC New Hampshire – Clonakilty Galley Head Irish Whiskey

Approved the recommended request from RNDC New Hampshire to offer #063137 Clonakilty Galley Head Irish Whiskey 750mL/6 for Test Market Listing as recommended.

c) RNDC New Hampshire – Cutwater Lemon Drop Martini

Approved the recommended request from RNDC New Hampshire to offer #063168 Cutwater Lemon Drop Martini 355mL/4/6 for Test Market Listing as recommended.

d) RNDC New Hampshire – Luxardo Coffee Bitters and Luxardo Sour Cherry Bitters

Approved the recommended request from RNDC New Hampshire to offer #063147 Luxardo Coffee Bitters 200mL/12 and #063148 Luxardo Sour Cherry Bitters 200mL/12 for Test Market Listing as recommended.

e) RNDC New Hampshire – Midnight Moon Moonshake Vanilla

Approved the recommended request from RNDC New Hampshire to offer #063133 Midnight Moon Moonshake Vanilla 750mL/6 for Test Market Listing as recommended.

f) RNDC New Hampshire – Mijenta Anejo Gran Reserva

Approved the recommended request from RNDC New Hampshire to offer #063132 Mijenta Anejo Gran Reserva 750mL/6 for Test Market Listing as recommended.

g) RNDC New Hampshire – VDC Cabernet Cask Finish ASM

Approved the recommended request from RNDC New Hampshire to offer #063131 VDC Cabernet Cask Finish ASM 700mL/6 for Test Market Listing as recommended.

h) RNDC New Hampshire – Yellowstone Special Finish Collection Rum Cask

Approved the recommended request from RNDC New Hampshire to offer #063135 Yellowstone Special Finish Collection Rum Cask 750mL/6 for Test Market Listing as recommended.

i) Southern Glazer's Wine and Spirits –Codigo 1530 Tequila Rosa

Approved the recommended request from Southern Glazer's Wine and Spirits to offer #003113 Codigo 1530 Tequila Rosa 750mL/6 for Test Market Listing as recommended.

j) Southern Glazer's Wine and Spirits –Kahlua Chocolate Sips

Approved the recommended request from Southern Glazer's Wine and Spirits to offer #060882 Kahlua Chocolate Sips 750mL/12 for Test Market Listing as recommended.

k) Stone Fence Beverage – FLOK Wild Blue Blueberry Vodka

Approved the recommended request from Stone Fence Beverage to offer #063139 FLOK Wild Blue Blueberry Vodka 750mL/12 for Test Market Listing as recommended.

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6. E-Coupon Offers – Spirits - April 2025
Approved the recommended E-Coupon Offers – Spirits - April 2025 from miscellaneous brokers as recommended.
7. Flash Sale – Spirits - April 2025
Approved the recommended Flash Sale – Spirits - April 2025 from miscellaneous brokers as recommended.
8. Multi-Bottle Offers – Spirits - April 2025
Approved the recommended Multi-Bottle Offers – Spirits - April 2025 from miscellaneous brokers as recommended.
9. Outlet Price Busters Offers – Spirits - April 2025
Approved the recommended Outlet Price Busters Offers – Spirits - April 2025 from miscellaneous brokers 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 10:51 a.m. the meeting was adjourned.

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