

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 13, 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; Ryan Wilson, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD March 6, 2025.

Chairman Mollica made a motion to accept the minutes from the March 6, 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

Kimberly Buckholz forwarded the KPI Report to the Commission and it has been reviewed. Mr. Wilson reported 64,155 inbound cases and 74,350 outbound cases. Inventory reached 920,995 cases. For comparison, at this time last year, there were 85,475 inbound cases, 81,288 outbound cases, and inventory was 923,466 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 all outlets are open except for outlet 33 in Manchester. That outlet will remain closed while the landlord makes repairs to the fire suppression system. Outlet 33 employees have been reassigned to other outlets.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 13, 2025 Meeting

3) Merchandising Report

A) Wine

1. Additional April 2025 On-Premise Special Discount – RNDC New Hampshire
Approved the recommended Additional April 2025 On-Premise Special Discount from RNDC New Hampshire as recommended.
2. NH Off-Premise Special Discount – Price Busters May & June 2025
Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters May & June 2025 from miscellaneous brokers as recommended.
3. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters April 2025
Approved the recommended and not recommended REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters April 2025 from miscellaneous brokers as recommended.
4. Off-Premise Special Discount – Exclusive Grocery Price Busters May 2025
Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters May 2025 from miscellaneous brokers as recommended.
5. On-Premise Special Discount – May 2025
Approved the recommended On-Premise Special Discount – May 2025 from miscellaneous brokers as recommended.
6. One Time Buy Requests:
 - a) Southern Glazer's Wine and Spirits – Cupcake Classic Mimosa and Cupcake Mango Mimosa
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 100 cases of #62632 Cupcake Classic Mimosa 750mL/12 and 50 cases of #62633 Cupcake Mango Mimosa 750mL/12 as a One Time Buy Request as recommended.
 - b) Southern Glazer's Wine and Spirits – Moet Imperial Pharrell Williams Limited Edition
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 160 cases of #62993 Moet Imperial Pharrell Williams Limited Edition 750mL/6 as a One Time Buy Request as recommended.
7. Quarterly Price Increase One Time Buy Requests – April 2025:
 - a) Ruby Wines New Hampshire – Pommery Brut Royal
Approved the recommended Quarterly Price Increase One Time Buy Requests – April 2025 from Ruby Wines New Hampshire to purchase 140 cases of #26426 Pommery Brut Royal 750mL/12 as recommended.
 - b) Southern Glazer's Wine and Spirits – M&R Sweet Vermouth 1.5L, M&R Extra Dry Vermouth 1.5L, and M&R Sweet Vermouth 750mL
Approved the recommended Quarterly Price Increase One Time Buy Requests – April 2025 from Southern Glazer's Wine and Spirits to purchase the following:
267 cases of #7221 M&R Sweet Vermouth 1.5L/6 as recommended.
209 cases of #7977 M&R Extra Dry Vermouth 1.5L/6 as recommended.
93 cases of #7982 M&R Sweet Vermouth 750mL/6 as recommended.
 - c) Vinilandia – Alphonse Dolly Sancerre Cuvee Silex
Approved the recommended Quarterly Price Increase One Time Buy Requests – from Vinilandia to purchase 43 cases of #13225 Alphonse Dolly Sancerre Cuvee Silex 750mL/12 as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 13, 2025 Meeting

8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 03/13/2025
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 03/13/2025 from miscellaneous brokers as recommended.
9. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
10. Roll Out Requests – Multiple Brokers – May 2025
Approved the recommended and not recommended Roll Out Requests from multiple brokers – May 2025 as recommended.
11. Roll Out Results for January 2025 – February 2025 – EXPAND DISTRIBUTION
Approved the recommended and not recommended to EXPAND DISTRIBUTION Roll Out Results for January 2025 – February 2025 from miscellaneous brokers as recommended.
12. Roll Out Results for January 2025 - February 2025 – EXPAND DISTRIBUTION FROM APPEAL
Approved the recommended Roll Out Results for January 2025 - February 2025 – EXPAND DISTRIBUTION FROM APPEAL from Ruby Wines as recommended.
13. Roll Out Results – January 2025 – February 2025 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – January 2025 – February 2025 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
14. Roll Out Results – January 2025 – February 2025 – REMOVE FROM RETAIL FROM APPEAL
Approved the recommended Roll Out Results – January 2025 – February 2025 – REMOVE FROM RETAIL FROM APPEAL from Ruby Wines as recommended.
15. Specialty SKU Reduction Closeout Items:
Approved the recommended Specialty SKU Reduction Closeout Items from miscellaneous brokers as follows:
 - a) Bay State Wine and Spirits as recommended.
 - b) Belluno LLC as recommended.
 - c) Imported Grape as recommended.
 - d) Martignetti Companies of NNE as recommended.
 - e) Pine State Beverage as recommended.
 - f) Ruby Wines New Hampshire as recommended.
 - g) Stone Fence Beverage as recommended.
 - h) Vinextra as recommended.
 - i) Vinilandia as recommended.
16. Test Results – September and December 2024 & January – February 2025 – REMOVE FROM RETAIL FROM APPEAL
Approved the recommended Test Results – September and December 2024 & January – February 2025 – REMOVE FROM RETAIL FROM APPEAL from Southern Glazer's Wines and Spirits as recommended.
17. Test Market Requests – Multiple Brokers – May 2025
Approved the recommended and not recommended Test Market Requests – May 2025 from miscellaneous brokers as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 13, 2025 Meeting

18. Wine Multi Bottle Promotion – May 2025

Approved the recommended and not recommended Wine Multi Bottle Promotion – May 2025 from miscellaneous brokers as recommended.

19. Wine Outlet Price Busters – May 2025

Approved the recommended and not recommended Wine Outlet Price Busters – May 2025 From miscellaneous brokers as recommended.

For Information Only

20. Status of 2025 Roll Out Items

21. Status of 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. Deputy Commissioner Brassard Jordan also thanked Mr. Gunter for the time he spent on the SKU reduction closeout project; it was a lengthy process but very worthwhile.

B) Tasting Events

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

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

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

Approved the recommended and not recommended April 2025 NH Liquor & Wine Outlet In-Store Events as recommended.

3. May 2025 NH Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended May 2025 NH Liquor & Wine Outlet In-Store Events 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. 2025 Summer Spirits Seasonal & VAP Offers

Approved the recommended and not recommended 2025 Summer Spirits Seasonal & VAP Offers from miscellaneous brokers as recommended.

2. REVISED – March 2025 E-Coupon Offers – Spirits

Approved the recommended REVISED – March 2025 E-Coupon Offers – Spirits as recommended. **This memo was approved at the January 9th, 2025, Commission meeting with the incorrect pricing. This revised memo, with a correction to the price, is being submitted for Commission approval.**

3. May 2025 E-Coupon Offers – Spirits

Approved the recommended May 2025 E-Coupon Offers – Spirits from miscellaneous brokers as recommended.

4. Limited Time Offer Requests – March 2025:

- a) RNDC New Hampshire – Jack Daniel's McLaren Limited Edition 2

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 13, 2025 Meeting

Approved the recommended request from RNDC New Hampshire on behalf of Brown-Forman to purchase 66 cases of #008643 Jack Daniel's McLaren Limited Edition 2 1L/12 as a Limited Time Offer Request as recommended.

- b) RNDC New Hampshire – Sugarlands Ryder Cup Cherry Limeade

Approved the recommended request from RNDC New Hampshire on behalf of Sugarlands Distilling Company to purchase 100 cases of #063151 Sugarlands Ryder Cup Cherry Limeade 750mL/6 as a Limited Time Offer Request as recommended.

5. Line Extension Requests – March 2025:

- a) RNDC New Hampshire – Fever Tree Elderflower Tonic 150mL

Approved the recommended request from RNDC New Hampshire on behalf of Fever-Tree to offer #063185 Fever Tree Elderflower Tonic 150mL as a Line Extension Request as recommended.

- b) RNDC New Hampshire – Fever Tree Premium Ginger Beer 200mL

Approved the recommended request from RNDC New Hampshire on behalf of Fever-Tree to offer #063186 Fever Tree Premium Ginger Beer 200mL as a Line Extension Request as recommended.

- c) RNDC New Hampshire – Fever Tree Premium Tonic Water 500mL

Approved the recommended request from RNDC New Hampshire on behalf of Fever-Tree to offer #063184 Fever Tree Premium Tonic Water 500mL as a Line Extension Request as recommended.

6. Multi Bottle Offers – May 2025 – Spirits

Approved the recommended Multi Bottle Offers – May 2025 – Spirits from miscellaneous brokers as recommended.

7. Outlet Price Busters Offers – May 2025 – Spirits

Approved the recommended Outlet Price Busters Offers – May 2025 – Spirits from miscellaneous brokers as recommended.

8. Special Allowance Offers – June 2025 – Spirits:

Approved the recommended Special Allowance Offers – June 2025 – Spirits 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) Stone Fence Beverage as recommended.

- g) MS Walker as recommended.

9. Revised 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.

Test Market Results previously presented to Commission on 3/6/25 with incorrect Distribution GP for Item #008679 – Amrut Indian Fusion Single Malt Whiskey. Correction resulting in change of Limited Distribution to Specialty Distribution.

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)

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 13, 2025 Meeting

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

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

Limited:

None at this time

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)

#060872 All Hands Cocktails Cherry Limeade Vodka Sode 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)

10. Spirits Test Market Results for Week Ending 03/09/2025

Approved the 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:

None at this time

Specialty:

#060755 Charles Goodnight Texas Bourbon 750mL/6 – \$72.99 (Southern Glazer's Wine and Spirits)

#060780 Widow Baby Jane Whiskey 750mL/6 – \$49.99 (Southern Glazer's Wine and Spirits)

Limited:

None at this time

Delist:

#060781 Vago Elote Mezcal 750mL/6 – \$59.99 (Southern Glazer's Wine and Spirits)

#060922 Metcalfe's Blueberry Liqueur 750mL/6 – \$32.99 (RNDC New Hampshire)

#061018 Dewar's Japanese Smooth 750mL/6 – \$27.99 (Southern Glazer's Wine and Spirits)

11. Test Market Requests – March 2025:

a) Martignetti Companies of NNE – Lalo Tequila Blanco

Approved the recommended request from Martignetti Companies of NNE to offer #062817 Lalo Tequila Blanco 750mL/6 for Test Market Listing as recommended.

b) RNDC New Hampshire – Fever Tree Premium Ginger Ale

Approved the recommended request from RNDC New Hampshire to offer #063187 Fever Tree Premium Ginger Ale 150mL/8 for Test Market Listing as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 13, 2025 Meeting

c) RNDC New Hampshire – JD & Coca Cola Variety Pack

Approved the recommended request from RNDC New Hampshire to offer #063149 JD & Coca Cola Variety Pack 355mL/6 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 10:51 a.m. the meeting was adjourned.

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