

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of March 20, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Jon Holland, DHL; Eric Eldred, DHL.

Excused: Patrica Peters, Director of Administration; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Director Mark Armaganian, Enforcement

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

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

Chairman Mollica made a motion to accept the minutes from the March 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 66,049 inbound cases and 72,726 outbound cases. Inventory reached 913,264 cases. For comparison, at this time last year, there were 105,224 inbound cases, 85,407 outbound cases, and inventory was 927,600 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

Mr. Holland also introduced Eric Eldred, the new Operations Manager at DHL. Mr. Eldred started at DHL in early December; he was previously employed by UPS for fourteen years. Mr. Eldred filled Jon Holland's vacant position.

### IV) MARKETING AND SALES REPORT

#### 1) James Richards, Store Operations Administrator, 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 all outlets are open except for outlet 33 at North Side Plaza. Outlet 33 will remain temporarily closed. Product from that outlet is being distributed to other outlets to maximize availability of our inventory and meet the needs of our customers.

### 3) Merchandising Report

#### A) Wine

1. Enter-To-Win an E-Gift Card Towards Creating a Garden Sweepstakes – March through April 2025 – Francis Ford Coppola Winery – MS Walker  
Approved the recommended Enter-To-Win an E-Gift Card Towards Creating a Garden Sweepstakes – March through April 2025 – Francis Ford Coppola Winery from MS Walker as recommended.
2. Special Allowance Offers – June 2025 – Wine:  
Approved the recommended Special Allowance Offers – Wine – June 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) Ruby Wines New Hampshire as recommended
  - e) Southern Glazer's Wine and Spirits as recommended
  - f) MS Walker as recommended
3. Specialty SKU Reduction Closeout Items:  
Approved the recommended Specialty SKU Reduction Closeout Items from miscellaneous brokers as follows:
  - a) RNDC New Hampshire as recommended
  - b) MS Walker 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. March 2025 NH Liquor & Wine Outlet In-Store Events  
Approved the 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.

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### C) Spirits

#### 1. Limited Time Offer Requests – March 2025:

##### a) RNDC New Hampshire – Meili Vodka

Approved the recommended request from RNDC New Hampshire on behalf of Park Street Imports to purchase 250 cases of #001310 Meili Vodka 750mL/6 as a Limited Time Offer Request as recommended.

##### b) Southern Glazer's Wine and Spirits – Buchanan's Select 15Yr Scotch

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 25 cases of #002869 Buchanan's Select 15Yr Scotch 750mL/12 as a Limited Time Offer Request as recommended.

#### 2. Special Allowance Offers – April 2025 – Spirits – Pine State

Approved the recommended Special Allowance Offers – April 2025 – Spirits from Pine State as recommended.

#### 3. Additional Special Allowance Offers – June 2025 – Spirits – Martignetti Companies of NNE

Approved the recommended Additional Special Allowance Offers – June 2025 – Spirits from Martignetti Companies of NNE as recommended.

#### 4. Spirits Test Market Results for Week Ending 03/16/2025

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:**

#001287 Gran Cava De Oro Extra Anejo 750mL/6 – \$99.99 (Ruby Wines New Hampshire Inc.)

#008866 Siege of Wolves Rum 750mL/6 – \$31.99 (Tamworth Distilling)

#061132 Belle de Brillet Pear Liqueur 700mL/6 – \$42.99 (Martignetti Companies of NNE)

#061254 Gran Coramino Reposado Tequila 750mL/6 – \$39.99 (Martignetti Companies of NE)

##### **Limited:**

None at this time

##### **Delist:**

#060776 Jacquin's Rock & Rye 700mL/12 – \$22.99 (RNDC New Hampshire)

#060777 Roaster's Daughter 750mL/12 – \$19.99 (RNDC New Hampshire)

#061074 Jose Cuervo Devil's Reserve 750mL/12 – \$19.99 (Martignetti Companies of NNE)

#061128 Silent Pool Gin 750mL/6 – \$59.99 (Martignetti Companies of NNE)

#### 5. Test Market Requests – March and April 2025:

##### a) Martignetti Companies of NNE – Chinola Mango Liqueur

Approved the recommended request from Martignetti Companies of NNE to offer #063252 Chinola Mango Liqueur 750mL/6 for Test Market Listing as recommended.

##### b) RNDC New Hampshire – Giffard Banane du Bresil

Approved the recommended request from RNDC New Hampshire to offer #004441 Giffard Banane du Bresil 750mL/6 for Test Market Listing as recommended.

##### c) RNDC New Hampshire – Ostreida Vodka

Approved the recommended request from RNDC New Hampshire to offer #061686 Ostreida Vodka 750mL/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.

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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 10:43 a.m. the meeting was adjourned.

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