

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of March 27, 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; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD March 20, 2025.

Chairman Mollica made a motion to accept the minutes from the March 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. Holland reported 95,308 inbound cases and 74,301 outbound cases. Inventory reached 933,563 cases. For comparison, at this time last year, there were 94,801 inbound cases, 95,546 outbound cases, and inventory was 926,054 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

Deputy Commissioner Brassard Jordan thanked DHL for their assistance with transferring product out of outlet 33 in Manchester due to the temporary closure of that location.

IV) MARKETING AND SALES REPORT

1) Marketing Update

A) James Richards, Store Operations Administrator, presented the item below and reported on the Administrative Notices in Director Roy's absence.

1. REVISED April 2025 Quarterly Price Change: Retail Close Out Rejections

Approved the recommended REVISED April 2025 Quarterly Price Change: Retail Close Out Rejections as recommended.

After review of the item listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as prepared by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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For Information Only:

B) 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 we continue to reallocate outlet 33 inventory to other outlet locations. Work continues at outlet 33.

3) Merchandising Report

A) Wine

1. March 2025 Cost Change Approval List

Approved the recommended March 2025 Cost Change Approval List from miscellaneous brokers as recommended.

2. March 2025 Primary Source Recommendations

Approved the recommended March 2025 Primary Source Recommendations (37 Primary, 93 Imported, 11 Exclusive Agent, and 0 Dual Distribution) as recommended.

3. Email Coupons – May 2025

Approved the recommended and not recommended Email Coupons – May 2025 as recommended.

4. Email Coupons – June & July 2025

Approved the recommended Email Coupons – June & July 2025 from miscellaneous brokers as recommended.

5. One Time Buy Requests:

a) Bay State Wine & Spirits – Rose All Day

Approved the not recommended request from Bay State Wine & Spirits to purchase 490 cases of #29305 Rose All Day 750mL/12 as a One Time Buy Request as recommended.

b) Martignetti Companies of NNE – Bertani Sereole Soave, Travaglini Coste, Fontanafredda Serralunga d'Alba Barolo, Ferrari F1 Brut, Planeta Rose, Fontanafredda Gavi di Gavi, Bertani Amarone, and Bertani Amarone Valpantena

Approved the recommended request from Martignetti Companies of NNE to purchase 9 cases of #TBD Bertani Sereole Soave 750mL/6 and 9 cases of #TBD Travaglini Coste 750mL/12 and 9 cases of #TBD Fontanafredda Serralunga d'Alba Barolo 1L/6 as recommended. Approved the not recommended request from Martignetti Companies of NNE to purchase #14952 Ferrari F1 Brut 750mL/6 and #26878 Planeta Rose 750mL/6 and #29441 Fontanafredda Gavi di Gavi 750mL/12 and #23156 Bertani Amarone 750mL/6 and #32318 Bertani Amarone Valpantena 750mL/6 as a One Time Buy Request as recommended.

c) Vinilandia – Le Contesse Prosecco

Approved the not recommended request from Vinilandia for 500 cases of #27445 Le Contesse Prosecco 750mL/12 as a One Time Buy Request as recommended.

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6. REVISED NH Off-Premise Special Discount – Price Busters May & June 2025
Approved the recommended and not recommended REVISED NH Off-Premise Special Discount – Price Busters May & June 2025 from miscellaneous brokers as recommended.
7. Roll Out Requests – Multiple Brokers – June 2025
Approved the recommended and not recommended Roll Out Requests – June 2025 from miscellaneous brokers as recommended.
8. Specialty SKU Reduction Closeout Items:
Approved the recommended Specialty SKU Reduction Closeout Items as follows:
 - a) American Wine Collective as recommended.
 - b) PSP Imports as recommended.
9. Test Market Requests – Multiple Brokers – June 2025
Approved the recommended and not recommended Test Market Requests – June 2025 from miscellaneous brokers as recommended.
10. Vendor Request Closeout Pricing with Additional Purchase – Martignetti Companies of NNE
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase – from Martignetti Companies of NNE as recommended.
11. Wine Multi Bottle Promotion – June & July 2025
Approved the recommended Wine Multi Bottle Promotion – June & July 2025 from miscellaneous brokers as recommended.
12. Wine Outlet Price Busters – June & July 2025
Approved the recommended and not recommended Wine Outlet Price Busters – June & July 2025 from miscellaneous brokers 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. 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.
2. 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.

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. March 2025 Spirit Warehouse Only List
Approved the recommended March 2025 Spirit Warehouse Only List (21 Primary, 1 Imported, 0 Exclusive Agent) as recommended.

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2. Floor Planner Special Allowance Offers – May 2025 – Spirits – Southern Glazer’s Wine and Spirits

Approved the recommended Floor Planner Special Allowance Offers – May 2025 – Spirits – from Southern Glazer’s Wine and Spirits as recommended.

3. Line Extension Requests – April 2025:

- a) Martignetti Companies of NNE – Milagro Reposado Tequila 375mL

Approved the recommended request from Martignetti Companies of NNE to offer #063302 Milagro Reposado Tequila 375mL/12 as a Line Extension Request as recommended.

- b) RNDC New Hampshire – El Mayor Blanco Tequila 1.75L

Approved the recommended request from RNDC New Hampshire on behalf of Luxco to offer #063300 El Mayor Blanco Tequila 1.75L/6 as a Line Extension Request as recommended.

4. Spirits Retail Close Out January 2025 QPC Corrected Pricing

Approved the recommended Spirits Retail Close Out January 2025 QPC Corrected Pricing for the following as recommended:

#008613 Jim Beam Rye 750mL/12 – \$20.99 (Southern Glazer’s Wine and Spirits)

#008733 818 Blanco Tequila 375mL/12 – \$19.99 (Southern Glazer’s Wine and Spirits)

5. Spirits Test Market Results for Week Ending 03/23/2025

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:

#003567 Tres Agaves Reposado Tequila 750mL/6 – \$40.99 (Martignetti Companies of NNE)

#060924 Metcalfe’s Vermont Honey Bourbon 750mL/6 – \$44.99 (RNDC New Hampshire)

#061925 Jameson Triple Triple Irish Whiskey 750mL/12 – \$34.99 (Southern Glazer’s Wine and Spirits)

Specialty:

None at this time

Limited:

None at this time

Delist:

None at this time

6. Test Market Requests – March & April 2025:

- a) Martignetti Companies of NNE – 400 Conejos Anejo Mezcal

Approved the recommended request from Martignetti Companies of NNE to offer #063301 400 Conejos Anejo Mezcal 750mL/6 for Test Market Listing as recommended.

- b) Martignetti Companies of NNE – 1800 Ultimate Light Lime Margarita

Approved the recommended request from Martignetti Companies of NNE to offer #063309 1800 Ultimate Light Lime Margarita 1.75L/6 for Test Market Listing as recommended.

- c) Martignetti Companies of NNE – Jose Cuervo Authentic Dragon Fruit Lemonade

Approved the recommended request from Martignetti Companies of NNE to offer #063310 Jose Cuervo Authentic Dragon Fruit Lemonade 1.75L/6 for Test Market Listing as recommended.

- d) RNDC New Hampshire – High West Old Fashioned Barrel Finished Cocktail

Approved the recommended request from RNDC New Hampshire to offer #063299

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High West Old Fashioned Barrel Finished Cocktail 750mL/6 for Test Market Listing as recommended.

- e) MS Walker – Amaro Dell Etna Spritz

Approved the recommended request from MS Walker to offer #063328 Amaro Dell Etna Spritz 700mL/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 10:44 a.m. the meeting was adjourned.

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