

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of April 3, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Joe Wallenhorst, DHL.

Excused: Justin Gunter, Wine Marketing Specialist

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

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

Chairman Mollica made a motion to accept the minutes from the March 27, 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 86,171 inbound cases and 71,182 outbound cases. Inventory reached 947,792 cases. For comparison, at this time last year, there were 48,038 inbound cases, 68,082 outbound cases, and inventory was 908,618 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently. DHL noted that this week last year was shut down for the State system upgrade.

### 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 outlet 33 remains temporarily closed for sprinkler system work. He thanked DHL for their ongoing assistance relocating the products our customers need to other outlets. As of now, all product has been removed from the backroom at outlet

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of April 3, 2025 Meeting

33 and relocated. Approximately 50% of the product on the sales floor remains; this product will also be transferred to other outlets.

### 3) Merchandising Report

#### A) Wine

1. REVISED Email Coupons – May 2025  
Approved the recommended and not recommended REVISED Email Coupons – May 2025 as recommended.
2. On-Premise Special Discount – June 2025  
Approved the recommended On-Premise Special Discount – June 2025 as recommended.
3. REVISED One Time Purchase for our Power Buy Program – Misc Brokers  
Approved the REVISED One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
4. REVISED Special Allowance Offers – May 2025 – Wine:  
Approved the recommended REVISED Special Allowance Offers – May 2025 – Wine 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) MS Walker as recommended.
5. ADDITIONAL June 2025 Special Allowance Offers – Wine – Southern Glazer's Wine and Spirits  
Approved the ADDITIONAL June 2025 Special Allowance Offers – Wine from Southern Glazer's Wine and Spirits as recommended.
6. Specialty SKU Reduction Closeout Items – Southern Glazer's Wine and Spirits  
Approved the recommended Specialty SKU Reduction Closeout Items from Southern Glazer's Wine and Spirits as recommended.
7. REVISED – Wine Outlet Price Busters – May 2025  
Approved the recommended and not recommended REVISED – Wine Outlet Price Busters – May 2025 as recommended.
8. ADDITIONAL Wine Outlet Price Busters – June & July 2025  
Approved the recommended ADDITIONAL Wine Outlet Price Busters – June & July 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. Derderian. Chairman Mollica seconded the motion. The motion was unanimously adopted.

#### B) Tasting Events

1. In-Store Tasting – Pine State – Dalmore Scotch Tasting – May 2025  
Approved the recommended In-Store Tasting – Pine State – Dalmore Scotch Tasting – May 2025 as recommended.
2. REVISED March Time Changes – March 2025 NH Liquor & Wine Outlet In-Store Events

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of April 3, 2025 Meeting

Approved the recommended REVISED March Time Changes – March 2025 NH Liquor & Wine Outlet In-Store Events 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 as recommended.

4. 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.

5. June 2025 NH Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended June 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. Limited Time Offer Requests – April 2025:

a) Southern Glazer's Wine and Spirits – Heaven's Door Exploration Series 1

Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Park Street Imports to purchase 20 cases of #008659 – Heaven's Door Exploration Series 1 750mL/6 as a Limited Time Offer Request as recommended.

b) Southern Glazer's Wine and Spirits – On the Rocks Blue Hawaiian

Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Suntory Global Spirits to purchase 101 cases of #060005 On the Rocks Blue Hawaiian 375mL/12 as a Limited Time Offer Request as recommended.

c) Tamworth Distilling – Tamworth Old Baldy Spiced Apple Whiskey

Approved the recommended request from Tamworth Distilling to purchase 100 cases of #063422 Tamworth Old Baldy Spiced Apple Whiskey 750mL/6 as a Limited Time Offer Request as recommended.

d) MS Walker – Barr Hill Tom Cat Limited Rum Cask and Barr Hill Tom Cat Limited Stout Cask

Approved the recommended request from MS Walker on behalf of Caledonia Spirits to purchase 40 cases of #063336 Barr Hill Tom Cat Limited Rum Cask 750mL/6 and 40 cases of #063363 Barr Hill Tom Cat Limited Stout Cask 750mL/6 as a Limited Time Offer Request as recommended.

2. One Time Buy Request – April 2025:

a) Southern Glazer's Wine and Spirits – Maker's Mark Wood Finishing Series 2024

Approved the recommended request from Southern Glazer's Wine & Spirits to purchase 45 cases of #061382 Maker's Mark Wood Finishing Series 2024 750mL/6 as a One Time Buy Request as recommended.

3. Vendor Request Closeout Pricing with No Additional Purchase and Floor Stock Adjustment – Martignetti Companies of NNE

Approved the recommended Vendor Request Closeout Pricing with No Additional Purchase and Floor Stock Adjustment – Martignetti Companies of NNE as recommended.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of April 3, 2025 Meeting

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 10:41 a.m. the meeting was adjourned.

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