

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 10, 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; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Jon Holland, DHL.

Excused:

Attended for Employee Certificate Presentation: Audrey Enderson, Vanessa Chase-Cook, Melanie Sherman, Cassandra Sweetser, Patrick Narbonne, Holly Ross and Laura Black.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

Employee Certificate Presentation: Justin Gunter, Wine Marketing Specialist, was recognized for ten years of service with the New Hampshire Liquor Commission. Director Roy acknowledged Mr. Gunter for his passion and understanding of the wine side of the business. Director Roy has attended several wine tastings with Mr. Gunter and has appreciated the opportunity to learn from him. Mr. Gunter came to us from the outlets which really helps to bridge the gap between headquarters and the outlets. He is a great resource for the entire team, and we are lucky to have him.

Chairman Mollica and Deputy Commissioner Brassard Jordan thanked Mr. Gunter for his dedication and for all he has done for the Liquor Commission.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD April 3, 2025.

Chairman Mollica made a motion to accept the minutes from the April 3, 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 89,258 inbound cases and 66,106 outbound cases. Inventory reached 969,015 cases. For comparison, at this time last year, there were 100,841 inbound cases, 67,661 outbound cases, and inventory was 947,256 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) Marketing Update

Mark Roy, Director of Marketing, presented the item below and reported on the Administrative Notices.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 10, 2025 Meeting

A) Director Mark Roy

1. Recommendation for DHL Bottle Pick Guidelines Update 2025

Approved the recommended Recommendation for DHL Bottle Pick Guidelines Update 2025 as recommended.

After review of the item listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted. Deputy Commissioner Brassard Jordan thanked Director Roy for his work in putting the recommended guidelines in place.

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, extended appreciation to DHL for their continued product transfers from outlet 33 to other outlets. Administrator Richards reported that last Saturday's recycling event with Brown-Forman and Jack Daniel's was a success. There will be another recycling event in Nashua this weekend.

3) Merchandising Report

A) Wine

1. REVISED Email Coupons – June & July 2025

Approved the recommended REVISED Email Coupons – June & July 2025 as recommended.

2. Request for Wine Specialty Status – Misc Brokers

Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.

3. Roll Out Results for February 2025 – March 2025 – EXPAND DISTRIBUTION

Approved the recommended Roll Out Results for February 2025 – March 2025 – EXPAND DISTRIBUTION as recommended.

4. Roll Out Results – February 2025 – March 2025 – REMOVE FROM RETAIL

Approved the recommended Roll Out Results – February 2025 – March 2025 – REMOVE FROM RETAIL as recommended.

5. Special Allowance Offer – May 2025 – Wine – Ruby Wines New Hampshire

Approved the recommended Special Allowance Offer – May 2025 – Wine from Ruby Wines New Hampshire as recommended.

6. Sweepstakes:

a) Southern Glazer's Wine and Spirits – Flyaway to BottleRock Music Festival

Approved the recommended Sweepstakes from Southern Glazer's Wine and Spirits – Flyaway to BottleRock Music Festival as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 10, 2025 Meeting

- b) MS Walker – Two Tickets to the 2026 NBA Conference Finals
Approved the recommended Sweepstakes from MS Walker – Two Tickets to the 2026 NBA Conference Finals as recommended.
- c) MS Walker – Big Green Egg
Approved the recommended Sweepstakes from MS Walker – Big Green Egg as recommended.

For Information Only

- 7. Status of 2025 Roll Out Items
- 8. 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.

B) Tasting Events

- 1. April 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended April 2025 NH Liquor & Wine Outlet In-Store Events from Ruby Wines NH 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.
- 3. June 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended June 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. Appeal Request for Ole Smoky Orange Shinesicle – Ole Smoky – Southern Glazer’s Wine and Spirits – March 2025
Approved the not recommended Appeal Request for Ole Smoky Orange Shinesicle – Ole Smoky – March 2025 from Southern Glazer’s Wine and Spirits as recommended.
- 2. E-Coupon Offers – June 2025 – Spirits
Approved the recommended E-Coupon Offers – June 2025 – Spirits from Southern Glazer’s Wine and Spirits as recommended.
- 3. Limited Time Offer Requests – April 2025:
 - a) Southern Glazer’s Wine and Spirits – Dalwhinnie Distillers Edition, Talisker Distillers Edition, and Lagavulin Distillers Edition Single Malt
Approved the recommended request from Southern Glazer’s Wine & Spirits on behalf of Diageo to purchase 13 cases of #001657 Dalwhinnie Distillers Edition 750mL/6 and 20 cases of #001798 Talisker Distillers Edition 750mL/6 and 36 cases of #002109 Lagavulin Distillers Edition Single Malt 750mL/6 as a Limited Time Offer Request as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 10, 2025 Meeting

- b) Southern Glazer's Wine and Spirits – Smirnoff Red White & Berry 750mL and Smirnoff Red White & Berry 1.75L
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo to purchase 350 cases of #01383 Smirnoff Red White & Berry 750mL/12 and 400 cases of #001492 Smirnoff Red White & Berry 1.75L
- 4. May 2025 – Horse Soldier Bourbon/Tunnels to Towers POS Program
Approved the recommended May 2025 – Horse Soldier Bourbon/Tunnels to Towers POS Program as recommended.
- 5. Multi-Bottle Offers – June & July 2025 – Spirits
Approved the recommended Multi-Bottle Offers – June & July 2025 – Spirits from miscellaneous brokers as recommended.
- 6. One Time Buy Close-Out
Approved the recommended One Time Buy Close-Out as recommended.
- 7. One Time Buy Request for Crystal Head Vodka Pride – Shaw-Ross Intl Importers Inc – Southern Glazer's Wine and Spirits – April 2025
Approved the recommended request from Southern Glazer's Wine & Spirits to purchase 50 cases of #005660 Crystal Head Vodka Pride 750mL/6 as a One Time Buy Request as recommended.
- 8. Outlet Price Busters Offers – June & July 2025 – Spirits
Approved the recommended Outlet Price Busters Offers – June & July 2025 – Spirits from miscellaneous brokers as recommended.
- 9. Additional Special Allowance Offers – May 2025 – Spirits – Southern Glazer's Wine and Spirits
Approved the recommended Additional Special Allowance Offers – May 2025 – Spirits from Southern Glazer's Wine and Spirits as recommended.
- 10. Additional Special Allowance Offers – June 2025 – Spirits – Southern Glazer's Wine and Spirits
Approved the recommended Additional Special Allowance Offers – June 2025 – Spirits – from Southern Glazer's Wine and Spirits as recommended.
- 11. Spirits Test Market Results for Week Ending 03/30/2025
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:
None at this time
Limited:
None at this time
Delist:
#060052 Teremana Reposado Tequila 1.75L/6 –\$69.99 (Southern Glazer's Wine and Spirits)
#061131 Mount Gay Eclipse Navy Strength Rum 700mL/12 – \$31.99 (Martignetti Companies of NNE)
- 12. Test Market Requests – March & April 2025:
 - a) Pine State Beverage – Four Corners American Gin
Approved the not recommended request from Pine State Beverage to offer Four Corners American Gin 750mL/6 for Test Market Listing as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 10, 2025 Meeting

- b) Pine State Beverage – Mercado28 Blanco Tequila and Mercado28 Reposado Tequila
Approved the not recommended request from Pine State Beverage to offer Mercado28 Blanco Tequila 750mL/6 and Mercado28 Reposado Tequila 750mL/6 for Test Market Listing as recommended.
- c) Pine State Beverage – Tequila Clementina Blanco Rosa and Tequila Clementina Anejo
Approved the not recommended request from Pine State Beverage to offer Tequila Clementina Blanco Rosa 750mL/6 and Tequila Clementina Anejo 750mL/6 for Test Market Listing as recommended.
- d) RNDC New Hampshire – Penelope Wheated Bourbon
Approved the recommended request from RNDC New Hampshire to offer Penelope Wheated Bourbon 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. 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