

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of April 24, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Patricia 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; Director Mark Armaganian, Enforcement; Lindsey Hauser, Enforcement; Ryan Wilson, DHL; Eric Eldred, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD April 17, 2025.

Deputy Commissioner Brassard Jordan accepted the minutes from the April 17, 2025 Commission Meeting.

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. Eldred reported 75,698 inbound cases and 73,636 outbound cases. Inventory reached 982,047 cases. For comparison, at this time last year, there were 72,778 inbound cases, 77,804 outbound cases, and inventory was 944,952 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

Chairman Mollica acknowledged that the numbers are looking good, and he thanked DHL for all they're doing.

IV) MARKETING AND SALES REPORT

1) Marketing Update

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

A) Director Mark Roy

1. December 2024 Bi-Annual Spirits Warning Item Review – April 2025

Approved the recommended December 2024 Bi-Annual Spirits Warning Item Review – April 2025 (17 Delist, 74 move from current Full Distribution to Specialty Status or to Limited Distribution, 16 stay listed as is) 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.

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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 all outlets are open, except for outlet 33, which is temporarily closed for fire safety repairs and construction. Administrator Richards also reported that the April 22 Manager's meeting was very successful. Several key topics were covered, including the upcoming inventory.

3) Merchandising Report

A) Wine

1. April 2025 Cost Change Approval List

Approved the recommended April 2025 Cost Change Approval List as recommended.

2. April 2025 Primary Source Recommendations

Approved the recommended April 2025 Primary Source Recommendations (51 Primary, 107 Imported, 12 Exclusive Agent, and 0 Dual Distribution) as recommended.

3. 2025 Store Cluster Update

Approved the recommended 2025 Store Cluster Update as recommended.

4. REVISED Off-Premise Special Discount – Exclusive Grocery Busters June 2025

Approved the recommended and not recommended REVISED Off-Premise Special Discount – Exclusive Grocery Busters June 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. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

B) Tasting Events

1. In-Store Tasting – SGWS with Broken Shed Vodka – June 2025

Approved the recommended In-Store Tasting – SGWS with Broken Shed Vodka – June 2025 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 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 as recommended.

4. July 2025 NH Liquor & Wine Outlet In-Store Events

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

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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. April 2025 Spirit Warehouse Only List

Approved the recommended April 2025 Spirit Warehouse Only List (5 Primary, 16 Imported, 0 Exclusive Agent) as recommended.

2. Additional June 2025 Special Allowance Offers – Spirits – Pine State Trading

Approved the Additional June 2025 Special Allowance Offers – Spirits from Pine State Trading as recommended.

3. Additional July 2025 Special Allowance Offers – Spirits:

Approved the Additional July 2025 Special Allowance Offers – Spirits from the following brokers:

a) RNDC New Hampshire as recommended.

b) Southern Glazer's Wine and Spirits as recommended.

4. Limited Time Offer Requests – April & May 2025:

a) Martignetti Companies of NNE – Michter's Barrel Strength Rye

Approved the recommended request from Martignetti Companies of NNE to purchase 84 cases of #004548 Michter's Barrel Strength Rye 750mL/3 as a Limited Time Offer Request as recommended.

b) RNDC New Hampshire – Bak's Bison Grass Vodka

Approved the recommended request from RNDC New Hampshire on behalf of Adama Imports to purchase 50 cases of #002799 Bak's Bison Grass Vodka 750mL/6 as a Limited Time Offer Request as recommended.

c) RNDC New Hampshire – Moonshake Cookies & Cream, Midnight Moon Chocolate Brownie Moonshake, Midnight Moon Peanut Butter Cup Moonshake, and Midnight Moon Moonshake Vanilla

Approved the recommended request from RNDC New Hampshire to purchase of 72 cases of #001208 Moonshake Cookies & Cream 50mL/48 and 72 cases of #060844 Midnight Moon Chocolate Brownie Moonshake 50mL/48 and 72 cases of #060845 Midnight Moon Peanut Butter Cup Moonshake 50mL/48 and 72 cases of #063134 Midnight Moon Moonshake Vanilla 50mL/48 as a Limited Time Offer Request as recommended.

d) Southern Glazer's Wine and Spirits – Buffalo Trace Prohibition Collection #2

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac to purchase of 4 cases of #063319 Buffalo Trace Prohibition Collection #2 375mL/5/1 as a Limited Time Offer Request as recommended.

e) Southern Glazer's Wine and Spirits – Heaven's Door Trilogy Pack

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports to purchase 20 cases of #007803 Heaven's Door Trilogy Pack 200mL/3/6 as a Limited Time Offer Request as recommended.

f) Southern Glazer's Wine and Spirits – Old Fitzgerald 9Yr BIB Decanter

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Brands to purchase #005760 Old Fitzgerald 9Yr BIB Decanter 750mL/3 as a Limited Time Offer Request as recommended.

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5. Spirits Test Market Results for Week Ending 04/20/2025

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:

#062813 WhistlePig Snout to Tail 10yr Bourbon 750mL/6 – \$87.99 (Southern Glazer’s Wine and Spirits)

Specialty:

None at this time

Limited:

None at this time

Delist:

None at this time

6. Sweepstakes Request – Fabrizia Win a Trip for 2 to Italy & Canobie Lake All Summer Sweepstakes – June & July 2025 – Fabrizia – Southern Glazer’s Wine and Spirits

Approved the recommended Sweepstakes Request – Fabrizia Win a Trip for 2 to Italy & Canobie Lake All Summer Sweepstakes – June & July 2025 – Fabrizia – Southern Glazer’s Wine and Spirits as recommended.

7. Test Market Requests – April 2025:

a) Martignetti Companies of NNE – Isaac Bowman Port Barrel Finished

Approved the recommended request from Martignetti Companies of NNE to offer #003318 Isaac Bowman Port Barrel Finished 750mL/6 for Test Market Listing as recommended.

b) Pine State Beverage – Agalima Organic Sweet & Sour Mix, Agalima Organic Margarita Mix, Agalima Organic Bloody Mary Mix, and Agalima Organic Spicy Jalapeno Margarita Mix

Approved the not recommended request from Pine State Beverage to offer the following for Test Market Listing as recommended:

#TBD Agalima Organic Sweet & Sour Mix 1L/6

#TBD Agalima Organic Margarita Mix 1L/6

#TBD Agalima Organic Bloody Mary Mix 1L/6

#TBD Agalima Organic Spicy Jalapeno Margarita Mix 1L/6

c) RNDC New Hampshire – Ezra Brooks

Approved the recommended request from RNDC New Hampshire to offer #008626 Ezra Brooks 1.75L/6 for Test Market Listing as recommended.

d) RNDC New Hampshire – Old Forester Rye

Approved the recommended request from RNDC New Hampshire to offer #005091 Old Forest Rye 750mL/12 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.

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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