

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of May 1, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Eric Eldred, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; 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 April 24, 2025.

Chairman Mollica accepted the minutes from the April 24, 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 63,832 inbound cases and 74,355 outbound cases. Inventory reached 972,504 cases. For comparison, at this time last year, there were 83,417 inbound cases, 80,557 outbound cases, and inventory was 939,255 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently. They are getting ready for the busy season.

### 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 Semi-Annual Spirits Warning Item Review – April 2025 Close Out Pricing  
Approved the recommended December 2024 Semi-Annual Spirits Warning Item Review – April 2025 Close Out Pricing (17 Delist) as recommended.

After review of the item listed above, Chairman Mollica accepted the recommendations as presented by Director Roy.

*For Information Only:*

#### B) Administrative Notice of Non-Compliance to Liq 401.03

##### 1. New Administrative Notices

Acknowledged the new Administrative Notices.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of May 1, 2025 Meeting

### 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 in Manchester where fire safety work is being done.

### 3) Merchandising Report

#### A) Wine

#### 1. Additional Roll Out Requests – Multiple Brokers – July 2025

Approved the recommended Additional Roll Out Requests – July 2025 from miscellaneous brokers as recommended.

#### 2. Additional Size Request – Pine State Beverage

Approved the recommended Additional Size Request from Pine State Beverage as recommended.

#### 3. One Time Buy Request Veuve de Vernay Ice Rose Stars and Stripes – Ruby Wines New Hampshire

Approved the not recommended One Time Buy Request Veuve de Vernay Ice Rose Stars and Stripes from Ruby Wines New Hampshire as recommended.

#### 4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/01/2025

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/01/2025 from miscellaneous brokers as recommended.

#### 5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE – Billecart Salmon

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Billecart Salmon from Martignetti Companies of NNE as recommended.

#### 6. Request for Wine Specialty Status – Misc Brokers

Approved the recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.

After review of the Wine items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

#### B) Tasting Events

#### 1. 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.

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

Approved the recommended June 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of May 1, 2025 Meeting

### C) Spirits

1. One Time Buy for New Amsterdam Pink Whitney Bucket – E & J Gallo – Pine State Beverage – May 2025  
Approved the recommended request from Pine State Beverage on behalf of E & J Gallo to purchase 100 cases of #062628 New Amsterdam Pink Whitney Bucket 50mL/20/6 as a One Time Buy Request as recommended.
2. Spirits Test Market Results for Week Ending 04/27/2025  
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:**  
#000351 Rittenhouse Rye Bonded Whiskey 750mL/12 – \$27.99 (Southern Glazer’s Wine and Spirits)  
#003772 Basil Hayden 10Yr Bourbon 750mL/6 – \$84.99 (Southern Glazer’s Wine and Spirits)  
**Specialty:**  
None at this time  
**Limited:**  
None at this time  
**Delist:**  
None at this time
3. Test Market Request for Jack Daniel’s SB Rye Barrel Proof – Brown-Forman Corp – RNDC New Hampshire – May 2025  
Approved the recommended request from RNDC New Hampshire to offer #006144 Jack Daniel’s SB Rye Barrel Proof 750mL/6 for Test Market Listing as recommended.

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

### 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 10:37 a.m. the meeting was adjourned.

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