

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 8, 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; Ryan Wilson, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 1, 2025.

Chairman Mollica accepted the minutes from the May 1, 2025 Commission Meeting.

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

Kimberly Buckholz forwarded the KPI Report to the Commission and it has been reviewed. Mr. Holland reported 68,447 inbound cases and 64,302 outbound cases. Inventory reached 975,615 cases. For comparison, at this time last year, there were 88,348 inbound cases, 82,977 outbound cases, and inventory was 946,418 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently. Mr. Holland stated that it has been good to see the inventory coming up as we move toward the Memorial Day holiday and beyond.

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 all outlets completed the annual physical inventory for this year. Chairman Mollica and Deputy Commissioner Brassard Jordan thanked the Store Operations team for their efforts.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 8, 2025 Meeting

3) Merchandising Report

A) Wine

1. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/08/2025
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/08/2025 from miscellaneous brokers as recommended.
2. REVISED June 2025 Special Allowance Offers – Wine:
Approved the Additional June 2025 Special Allowance Offers – Spirits from the following brokers:
 - a) Pine State Beverage as recommended.
 - b) RNDC New Hampshire as recommended.
3. REVISED July 2025 Special Allowance Offers – Wine:
Approved the Additional July 2025 Special Allowance Offers – Spirits from the following brokers:
 - a) Pine State Beverage as recommended.
 - b) RNDC New Hampshire as recommended.
 - c) Ruby Wines New Hampshire as recommended.
 - d) Southern Glazer’s Wine and Spirits as recommended.
 - e) MS Walker as recommended.
4. REVISED Wine Multi Bottle Promotion – June & July 2025 – Martignetti Companies of NNE
Approved the recommended REVISED Wine Multi Bottle Promotion – June & July 2025 – from Martignetti Companies of NNE as recommended.
5. REVISED Wine Outlet Price Busters – June & July 2025
Approved the recommended REVISED Wine Outlet Price Busters – June & July 2025 from miscellaneous brokers as recommended.
6. Roll Out Results for March-April 2025 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for March-April 2025 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.
7. Roll Out Results – March 2025-April 2025 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – March 2025-April 2025 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.
8. Sweepstakes – RNDC New Hampshire:
 - a) Enter-To-Win – A 7 Night Stay in Venice, Italy
Approved the recommended Sweepstakes from RNDC New Hampshire for Enter-To-Win – A 7 Night Stay in Venice, Italy as recommended.
 - b) Enter-To-Win – The Woodbridge Dog Days Grill-Off
Approved the recommended Sweepstakes from RNDC New Hampshire for Enter-To-Win – The Woodbridge Dog Days Grill-Off as recommended.
9. Test Market Results for January–April 2025 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for January–April 2025 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended. Approved the recommended Approved but not expanded Test Market item from MS Walker as recommended.
10. Test Results – January-April 2025 – REMOVE FROM RETAIL
Approved the recommended Test Results – January-April 2025 – REMOVE FROM RETAIL from Pine State Beverage as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 8, 2025 Meeting

11. Vendor Request Closeout Pricing with Additional Purchase and Floor Stock Adjustment –
Uncorked, LLC
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase and
Floor Stock Adjustment from Uncorked, LLC as recommended.
12. Wine Endless Summer Sale – August & September 2025
Approved the recommended Wine Endless Summer Sale – August & September 2025
from miscellaneous brokers as recommended.
13. Wine Multi Bottle Promotion – August 2025
Approved the recommended Wine Multi Bottle Promotion – August 2025
from miscellaneous brokers as recommended.
14. NH Off-Premise Special Discount – Price Busters July & August 2025
Approved the recommended and not recommended NH Off-Premise Special Discount – Price
Busters July & August 2025 from miscellaneous brokers as recommended.
15. Off-Premise Special Discount – Exclusive Grocery Price Busters July 2025
Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters
July 2025 from miscellaneous brokers as recommended.
16. On-Premise Special Discount – July 2025
Approved the recommended On-Premise Special Discount – July 2025 from miscellaneous
brokers as recommended.

For Information Only

17. Status of 2025 Roll Out Items
18. 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. 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.
2. 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.
3. 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.

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 – May 2025:
 - a) Martignetti Companies of NNE – Bomberger's Declaration PFG Bourbon

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 8, 2025 Meeting

Approved the recommended request from Martignetti Companies of NNE to purchase 15 cases of #063646 Bomberger's Declaration PFG Bourbon 750mL/3 as a Limited Time Offer Request as recommended.

- b) Martignetti Companies of NNE – Rhum Barbancourt Liberte

Approved the recommended request from Martignetti Companies of NNE on behalf of MHW LTD to purchase 10 cases of #063644 Rhum Barbancourt Liberte 700mL/6 as a Limited Time Offer Request as recommended.

2. One Time Buy Request – May 2025 – MS Walker – Ozama Gran Anejo Rum

Approved the recommended request from MS Walker to purchase 25 cases of #063639 Ozama Gran Anejo Rum as a One Time Buy Request as recommended.

3. Spirits Test Market Results for Week Ending 05/04/2025

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:

#061378 Blue Run KS High Rye Bourbon Whiskey 750mL/6 – \$89.99 (Pine State Beverage)

#061386 Sugarlands Sippin' Cream Birthday Cake 750mL/6 – \$24.99 RNDC New Hampshire)

#061518 Glenmorangie 12yr Original 1.75L/4 – \$84.99 (Southern Glazer's Wine and Spirits)

Limited:

#061885 Milagro Cristalino Anejo Tequila 750mL/6 – \$59.99 (Martignetti Companies of NNE)

Delist:

#007147 Appleton Estate Signature Blend 1.75L/6 – \$44.99 (Southern Glazer's Wine and Spirits)

#008400 Tanqueray Negroni Cocktail 375mL/12 – \$13.99 (Southern Glazer's Wine and Spirits)

#008755 Blue Chair Bay Lime Rum 750mL/12 – \$19.99 (MS Walker)

#060827 Copper & Kings Butchertown Brandy 750mL/6 – \$58.99 (RNDC New Hampshire)

#061517 Espolon Reposado 375mL/12 – \$18.99 (Southern Glazer's Wine and Spirits)

#061629 Crown Royal Black Cherry Whiskey Sour 375mL/12 – \$13.99 (Southern Glazer's Wine and Spirits)

4. Test Market Requests – May 2025:

- a) Martignetti Companies of NNE – Bubba's Pancakes & Bacon Whiskey

Approved the recommended request from Martignetti Companies of NNE to offer #063645 Bubba's Pancakes & Bacon Whiskey 750mL/6 for Test Market Listing as recommended.

- b) Martignetti Companies of NNE – GlenPharmer Bean Espresso Vanilla Vodka

Approved the recommended request from Martignetti Companies of NNE to offer #063648 GlenPharmer Bean Espresso Vanilla Vodka 750mL/6 for Test Market Listing as recommended.

- c) MS Walker – Ozama Blanco Rum and Ozama Anejo Rum

Approved the recommended request from MS Walker to offer #063637 Ozama Blanco Rum 700mL/6 and #063638 Ozama Anejo Rum 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.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 8, 2025 Meeting

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 10:46 a.m. the meeting was adjourned.

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