

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of May 15, 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; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: James Richards, Store Operations Administrator

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 8, 2025.

Chairman Mollica made a motion to accept the minutes from the May 8, 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. Wilson reported 77,980 inbound cases and 69,724 outbound cases. Inventory reached 983,243 cases. For comparison, at this time last year, there were 69,118 inbound cases, 86,910 outbound cases, and inventory was 941,365 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 also reported that they are fully staffed and ready for the holiday. They have open racks available to continue to build inventory for the summer.

### 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

In the absence of Administrator Richards, Mark Roy, Director of Marketing, reported that outlet 33 has been turned over to the landlord and work crew. We are officially out of that building at this point.

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Resets continue at outlets 52, 12, 56 and 42. The resets will be wrapped up before the busy Memorial Day season. Our outlets are fully staffed and ready for the holiday weekend.

### 3) Merchandising Report

#### A) Wine

1. Enter-To-Win a Trip for Two Sweepstakes – May-September 2025 – Cupcake Vineyards – Southern Glazer’s Wine and Spirits  
Approved the recommended Enter-To-Win a Trip for Two Sweepstakes – May-September 2025 – Cupcake Vineyards from Southern Glazer’s Wine and Spirits as recommended.
2. July, August, and September 2025 – NH Winery Display Rack Program  
Approved the July, August, and September 2025 – NH Winery Display Rack Program for Hermit Woods Winery and Moonlight Meadery as recommended.
3. REVISED June 2025 Special Allowance Offers – Wine – Martignetti Companies of NNE  
Approved the recommended REVISED June 2025 Special Allowance Offers – Wine – from Martignetti Companies of NNE as recommended.
4. REVISED July 2025 Special Allowance Offers – Wine – Martignetti Companies of NNE  
Approved the recommended REVISED July 2025 Special Allowance Offers – Wine – from Martignetti Companies of NNE as recommended.
5. Special Allowance Offers – August 2025 – Wine:  
Approved the August 2025 Special Allowance Offers – Wine from the following brokers:
  - a) Bay State Wine & Spirits as recommended.
  - b) Martignetti Companies of NNE as recommended.
  - c) Pine State Beverage as recommended.
  - d) RNDC New Hampshire as recommended.
  - e) Ruby Wines New Hampshire as recommended.
  - f) Southern Glazer’s Wine and Spirits as recommended.
  - g) MS Walker 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. 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 Southern Glazer’s Wine and Spirits 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 from miscellaneous brokers 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 from miscellaneous brokers as recommended.
4. August 2025 NH Liquor & Wine Outlet In-Store Events  
Approved the recommended and not recommended August 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers 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. Endless Summer Sale – Spirits

Approved the recommended Endless Summer Sale – Spirits from miscellaneous brokers as recommended.

#### 2. Limited Time Offer Request for WhistlePig Gravestock – MHW LTD – Southern Glazer's Wine and Spirits – June 2025

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW LTD to purchase 66 cases of #063718 WhistlePig Gravestock 750mL/6 as a Limited Time Offer Request as recommended.

#### 3. Line Extension Requests – April & May 2025:

##### a) Southern Glazer's Wine and Spirits – Buffalo Trace Bourbon Cream 375mL

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co., Inc. to offer #063705 Buffalo Trace Bourbon Cream 375mL as a Line Extension Request as recommended.

##### b) Southern Glazer's Wine and Spirits – GranGala Triple Orange Liqueur 1L

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co., Inc. to offer #063706 GranGala Triple Orange Liqueur 1L as a Line Extension Request as recommended.

#### 4. One Time Buy Requests – May 2025:

##### a) Ruby Wines New Hampshire – Buzzard's Roost Rye Barrel #76528 and Buzzard's Roost Bourbon Barrel #72916

Approved the recommended request from Ruby Wines New Hampshire to purchase TBD cases of #063752 Buzzard's Roost Rye Barrel #76528 750mL/6 and TBD cases of #063753 Buzzard's Roost Bourbon Barrel #72916 750mL/6 as a One Time Buy Request as recommended.

##### b) Ruby Wines New Hampshire – Chicken Cock Bourbon Barrel #29588 and Chicken Cock Bourbon Barrel #29605

Approved the recommended request from Ruby Wines New Hampshire on behalf of Park Street Imports, LLC to purchase TBD cases of #063729 Chicken Cock Bourbon Barrel #29588 750mL/6 and TBD cases of #063730 Chicken Cock Bourbon Barrel #29605 750mL/6 as a One Time Buy Request as recommended.

#### 5. Promotional Sale – June thru December 2025 – Tito's Vodka – Revised.

Approved the REVISED Promotional Sale – June thru December 2025 – Tito's Vodka as recommended. This memo was previously approved on 4/17/25 with the incorrect retail calculated bases off the lower cost and has been adjusted to \$31.49. Also, the NHLC allowance offer has been lowered by \$.50 to reflect the sale price of \$27.99 for August & September.

#### 6. Special Allowance Offers – August 2025 – Spirits:

Approved the recommended Special Allowance Offers – August 2025 – Spirits from miscellaneous brokers as follows:

##### a) Martignetti Companies of NNE as recommended.

##### b) Pine State Trading as recommended.

##### c) RNDC New Hampshire as recommended.

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- d) Ruby Wines New Hampshire as recommended.
  - e) Southern Glazer's Wine and Spirits as recommended.
  - f) Stone Fence Beverage as recommended.
  - g) MS Walker as recommended.
7. Spirits Test Market Results for Week Ending 05/11/2025  
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:**  
#005898 Elijah Craig Toasted Barrel 750mL/6 – \$54.99 (Southern Glazer's Wine and Spirits)  
#062576 Montana Whiskey Co. Blackfoot River Bourbon 750mL/12 – \$34.99 (Southern Glazer's Wine and Spirits)  
#062817 Lalo Tequila Blanco 750mL/6 – \$49.99 (Martignetti Companies of NNE)
- Specialty:**  
#00765 Vincent Van Gogh Dutch Chocolate Vodka 750mL/6 – \$24.99 (Martignetti Companies of NNE)
- Limited:** None at this time  
**Delist:** None at this time
8. Sweepstakes Request – Bulleit x Traeger x Bank of NH Pavilion  
Approved the recommended Sweepstakes Request – Bulleit x Traeger x Bank of NH Pavilion from Diageo and Southern Glazer's Wine and Spirits of New England as recommend.
9. Test Market Requests – May 2025:
- a) RNDC New Hampshire – Sogno di Sorrento Crema di Melone  
Approved the recommended request from RNDC New Hampshire to offer #063756 Sogno di Sorrento Crema di Melone 750mL/6 for Test Market Listing as recommended.
  - b) Ruby Wines New Hampshire – St. George Valley Gin  
Approved the recommended request from Ruby Wines New Hampshire to offer #063697 St. George Valley Gin 750mL/6 for Test Market Listing as recommended.
  - c) Stone Fence Beverage – Amante 1530 Aperitivo Amaro  
Approved the recommended request from Stone Fence Beverage to offer #063699 Amante 1530 Aperitivo Amaro 700mL/6 for Test Market Listing as recommended.
  - d) Stone Fence Beverage – Cut Above Gin, Cut Above Agave Blanco, Cut Above Whiskey  
Approved the recommended request from Stone Fence Beverage to offer # TBD Cut Above Gin 750mL/6 and # TBD Cut Above Agave Blanco 750mL/6 and # TBD Cut Above Whiskey 750mL/6 for Test Market Listing as recommended.
10. Voluntary Request for Delist with Close Out Pricing  
Approved the recommended Voluntary Request for Delist with Close Out Pricing 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 10:43 a.m. the meeting was adjourned.

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