

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 22, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Jon Holland, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 15, 2025.

Chairman Mollica made a motion to accept the minutes from the May 15, 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 78,404 inbound cases and 83,472 outbound cases. Inventory reached 977,376 cases. For comparison, at this time last year, there were 69,018 inbound cases, 87,503 outbound cases, and inventory was 911,645 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 inventory levels are looking good. Mr. Holland also reported that DHL is fully staffed for now. They will continue to interview in preparation for the summer months.

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 outlets will be open regular hours through the Memorial Day weekend for the convenience of our customers.

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3) Merchandising Report

A) Wine

1. Additional Size Request – Ruby Wines New Hampshire
Approved the recommended Additional Size Request from Ruby Wines New Hampshire as recommended.
2. CORRECTION Wine Multi Bottle Promotion Pine State Beverage – June & July 2025
Approved the recommended CORRECTION Wine Multi Bottle Promotion Pine State Beverage – June & July 2025 as recommended.
3. CORRECTION Wine Multi Bottle Promotion SGWS – June & July 2025
Approved the recommended CORRECTION Wine Multi Bottle Promotion SGWS – June & July 2025 as recommended.
4. E-mail Coupons – August 2025
Approved the recommended E-mail Coupons for August 2025 as recommended.
5. One Time Buy Request – Gerard Bertrand So’Vive Blanc – MS Walker
Approved the recommended request from MS Walker to purchase 56 cases of #63597 Gerard Bertrand So’Vive Blanc 750mL/12 as a One Time Buy Request as recommended.
6. One Time Purchase for our Power Buy Program – Misc Brokers
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from miscellaneous brokers as recommended.
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/22/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 05/22/2025 as recommended.
8. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
9. REVISED July 2025 Special Allowance Offers – Wine – RNDC New Hampshire
Approved the recommended REVISED July 2025 Special Allowance Offers from RNDC New Hampshire as recommended.
10. Roll Out Requests – Multiple Brokers – August 2025
Approved the recommended Roll Out Requests August 2025 from Multiple Brokers as recommended.
11. Test Market Requests - Multiple Brokers – August 2025
Approved the recommended and not recommended August 2025 Test Market Requests from miscellaneous brokers as recommended.
12. Off-Premise Special Discount – Exclusive Grocery Price Busters August 2025
Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters August 2025 from miscellaneous brokers as recommended.
13. REVISED NH Off-Premise Special Discount – Price Busters July & August 2025
TABLED the REVISED NH Off-Premise Special Discount – Price Busters July & August 2025 for additional work by the Marketing Department.

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

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motion was unanimously adopted.

B) Tasting Events

1. Pine State – Music Hall Monsieur Touton French Wine Tasting – May 2025
Approved the recommended Pine State – Music Hall Monsieur Touton French Wine Tasting – May 2025 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 Martignetti Companies of NNE 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. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. REVISED Voluntary Request for Delist with Close Out Pricing – RNDC New Hampshire
Approved the recommended REVISED Voluntary Request for Delist with Close Out Pricing from RNDC New Hampshire as recommended.
2. Limited Time Offer Requests – May 2025:
 - a) Martignetti Companies of NNE – Jose Cuervo Authentics Margarita Variety Pack
Approved the recommended request from Martignetti Companies of NNE to purchase 180 cases of #060087 Jose Cuervo Authentics Margarita Variety Pack 200mL/6/4 as a Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – Phony Negroni, Phony White Negroni, and Amaro Falso
Denied the not recommended request for Phony Negroni, Phony White Negroni and Amaro Falso. The Negroni category is a growing trend nationwide, and consumers are looking for non-alcoholic and light alcohol options. Phony has received lots of accolades and is trending in many markets. Going forward, the Commission will make a point to have these products in our outlets and will display them in a separate section. The Commission will purchase 80 cases of #TBD Phony Negroni 200mL/2/16, 40 cases of #TBD Phony White Negroni 200mL/2/16 and 40 cases of #TBD Amaro Falso 200mL/2/16 as a Limited Time Offer Request from RNDC New Hampshire.
 - c) Southern Glazer's Wine and Spirits – Elijah Craig Small Batch PGA Edition Bottle
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 60 cases of #060107 Elijah Craig Small Batch PGA Edition Bottle 750mL/6 as a Limited Time Offer Request as recommended.
 - d) Southern Glazer's Wine and Spirits – Fabrizia Lemonade Variety Pack
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 200 cases of #008164 Fabrizia Lemonade Variety Pack 355mL/8/6 as a Limited Time Offer Request as recommended.
3. One Time Buy Requests – May 2025:
 - a) Southern Glazer's Wine and Spirits – 1792 Bottle in Bond

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Approved the request from Southern Glazer's Wine and Spirits to purchase 32 cases of #004927 1792 Bottle in Bond 750mL/6 as a One Time Buy Request as recommended.

- b) Southern Glazer's Wine and Spirits – WhistlePig 10Yr Rye Piggybank Decanter
Approved the request from Southern Glazer's Wine and Spirits to purchase 10 cases of #001041 WhistlePig 10Yr Rye Piggybank Decanter 1L/3 as a One Time Buy Request as recommended.
- 4. Test Market Requests – May 2025:
 - a) Southern Glazer's Wine and Spirits – Astral Blanco Tequila
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #007355 Astral Blanco 750mL/6 for Test Market Listing as recommended.
 - b) Southern Glazer's Wine and Spirits – Elijah Craig Barrel Proof Bourbon
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #001800 Elijah Craig Barrel Proof Bourbon 750mL/6 for Test Market Listing as recommended.
 - c) Stone Fence Beverage – Billy's Irish Cream
Approved the recommended request from Stone Fence Beverage to offer #063754 Billy's Irish Cream 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. Gunter. 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 10:45 a.m. the meeting was adjourned.

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