

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 29, 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; Ryan Wilson, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 22, 2025.

Chairman Mollica made a motion to accept the minutes from the May 22, 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 66,833 inbound cases and 91,332 outbound cases. Inventory reached 952,236 cases. For comparison, at this time last year, there were 95,507 inbound cases, 102,475 outbound cases, and inventory was 900,457 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

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, indicated there was nothing to report this week.

3) Merchandising Report

A) Wine

1. ADDITIONAL August 2025 Special Allowance Offers – Wine – RNDC New Hampshire

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 29, 2025 Meeting

Approved the recommended ADDITIONAL August 2025 Special Allowance Offers – Wine from RNDC New Hampshire as recommended.

2. NH Winery New Listing – Appolo Vineyards

Approved the recommended NH Winery New Listing from Appolo Vineyards to purchase 56 cases of #061705 Appolo Vineyards Gluhwein 750mL/12 as a One Time Buy requested as recommended.

3. One Time Buy Request – Zardetto Spritz – MS Walker

Approved the recommended request from MS Walker to purchase 32 cases of #60649 Zardetto Spritz 200mL3/8 as a One Time Buy Request as recommended.

4. One Time Buy Request with Floor Stock Adjustment – Summer Water Rose – Bay State Wine and Spirits

Approved the recommended request from Bay State Wine and Spirits to purchase 294 cases of #028485 Summer Water Rose 750mL/12 as a One Time Buy Request as recommended.

5. 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.

6. Request for Wine Specialty Status – Misc Brokers

Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.

7. REVISED Roll Out Results for March – April 2025 – EXPAND DISTRIBUTION

Approved the REVISED Roll Out Results for March – April 2025 – EXPAND DISTRIBUTION from Bay State Wine and Spirits as recommended.

8. Vendor Request Closeout Pricing with Additional Purchase and Floor Stock Adjustment from Pine State Beverage.

Approved the recommended and not recommended Vendor Request Closeout Pricing with Additional Purchase and Floor Stock Adjustment – Pine State Beverage

9. TABLED NH Off-Premise Special Discount – Price Busters July & August 2025

Removed from the TABLE and approved the recommended and not recommended TABLED NH Off-Premise Special Discount – Price Busters July & August 2025 as recommended.

10. On-Premise Special Discount – August 2025

Approved the recommended On-Premise Special Discount – August 2025 from miscellaneous brokers as recommended.

For Information Only

11. REVISED Status of 2025 Roll Out 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. REVISED Pine State – Music Hall Monsieur Touton French Wine Tasting – May 2025

Approved the recommended REVISED Pine State – Music Hall Monsieur Touton French Wine Tasting – May 2025 as recommended.

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

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 29, 2025 Meeting

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

3. In-Store Tasting – Martignetti with Cristalino Tequila – June 2025
Approved the recommended In-Store Tasting – Martignetti with Cristalino Tequila – June 2025 as recommended.
4. Pine State – Orin Swift Dinner – June 2025
Approved the recommended Orin Swift Dinner from Pine State Beverage – June 2025 as recommended.
5. In-Store Tasting – SGWS – Willamette “Damn It” Wines of Oregon – July 2025
Approved the recommended In-Store Tasting from Southern Glazer’s Wine and Spirits Willamette “Damn It” Wines of Oregon – July 2025 as recommended.
6. In-Store Tasting – SGWS – Wine of Antinori – July 2025
Approved the recommended In-Store Tasting from Southern Glazer Wine and Spirits – Wine of Antinori – July 2025 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 & June 2025:
 - a) RNDC New Hampshire – Mascota “Big Mac” Bourbon
Approved the recommended request from RNDC New Hampshire to purchase 30 cases of #063801 Mascota “Big Mac” Bourbon 750mL/4 as a Limited Time Offer Request as recommended.
 - b) Southern Glazer’s Wine and Spirits – Angel’s Envy Cellar Rye Tequila Cask
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 50 cases of #063808 Angels Envy Cellar Rye Tequila Cask 750mL/3 as a Limited Time Offer Request as recommended.
 - c) Southern Glazer’s Wine and Spirits – Heaven Hill Heritage Collection 4th Edition
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 31 cases of #063820 Heaven Hill Heritage Collection 4th Edition 750mL/3 as a Limited Time Offer Request as recommended.
 - d) Southern Glazer’s Wine and Spirits – Yamazaki Distiller’s Reserve
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 60 cases of #063814 Yamazaki Distiller’s Reserve as a Limited Time Offer Request as recommended.
2. Line Extension Requests – May 2025:
 - a) Southern Glazer’s Wine and Spirits – Dr McGillicuddy’s Mentholmint 1L
Approved the recommended request from Southern Wine and Spirits on behalf of Sazerac Co. Inc. to offer #063818 Dr. McGillicuddy’s Mentholmint 1L/12 as a Line Extension Request as recommended.
 - b) Southern Glazer’s Wine and Spirits – Sazerac Straight Rye 1.75L
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co., Inc. to offer #063817 Sazerac Straight Rye 1.75L as a Line Extension Request as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 29, 2025 Meeting

- c) Southern Glazer's Wine and Spirits – Traveller Whiskey Blend 40 1.75L
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co., Inc. to offer #063819 – Traveller Whiskey Blend 40 1.75L as a Line Extension Request as recommended.
- 3. One Time Buy Request for Little Book Chapter 9 – Jim Beam Brands Co - Southern Glazer's Wine and Spirits – May 2025
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 30 cases of #063815 Little Book Chapter 9 750mL/6 as a One Time Buy Request as recommended.
- 4. Spirits Test Market Results for Week Ending 05/18/2025
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:
#061894 Barrell Craft Foundation Bourbon 750mL/6 – \$54.99 (Martignetti Companies of NNE)
#061966 Dingle Single Malt Irish Whiskey 700mL/6 – \$59.99 (Southern Glazer's Wine and Spirits)
Limited:
#061623 Arran Barrel Reserve 700mL/6 – \$42.99 (Southern Glazer's Wine and Spirits)
Delist:
#061627 Fontbonne Herbal Liqueur 700mL/6 – \$59.99 (Southern Glazer's Wine and Spirits)
#061655 Whiskey Row Bourbon Cask Strength 750mL/6 – \$69.99 (RNDC New Hampshire)
- 5. Spirits Test Market Results for Week Ending 05/25/2025
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:
None at this time
Limited:
None at this time
Delist:
#060499 Rocavaka Vodka 750mL – \$24.99 (RNDC New Hampshire)
#061999 O'Shea's Irish Whiskey 700mL/6 – \$34.99 (RNDC New Hampshire)
- 6. Test Market Requests – May 2025:
 - a) RNDC New Hampshire – El Jimador Cristalino
Approved the recommended request from RNDC New Hampshire to offer #063800 El Jimador Cristalino 750mL/12 for Test Market Listing as recommended.
 - b) RNDC New Hampshire – Penelope Peach Old Fashioned
Approved the recommended request from RNDC New Hampshire to offer #063804 Penelope Peach Old Fashioned 750mL/6 for Test Market Listing as recommended.
 - c) RNDC New Hampshire – Sugarlands Blockader's Blackberry Moonshine and Sugarlands Sour Watermelon Moonshine
Approved the recommended request from RNDC New Hampshire to offer #063802 Sugarlands Blockader's Blackberry Moonshine 750mL/6 and #063803 Sugarlands Sour Watermelon Moonshine 750mL/6 for Test Market Listing as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of May 29, 2025 Meeting

- d) Southern Glazer's Wine and Spirits – Weber Ranch 1902 Vodka
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #063838 Weber Ranch 1902 Vodka 750mL/6 for Test Market Listing as recommended.
- e) Stone Fence Beverage – Acadia Gin
Approved the recommended request from Stone Fence Beverage to offer #063869 Acadia Gin 750mL/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. 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 10:48 a.m. the meeting was adjourned.

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