

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 5, 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; Alexander McNally, Program Assistant; Lieutenant Matthew Culver, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD May 29, 2025.

Chairman Mollica made a motion to accept the minutes from the May 29, 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 71,940 inbound cases and 85,344 outbound cases. Inventory reached 935,862 cases. For comparison, at this time last year, there were 74,425 inbound cases, 95,422 outbound cases, and inventory was 877,472 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 asked about staffing. Mr. Holland reported that DHL is fully staffed. They added two new employees this week to account for any turnover; they currently have more than enough staff to handle the volume.

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.

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2) Store Operations Update

James Richards, Store Operations Administrator, reported that outlets are operating as usual, except for outlet 33 in Manchester, which remains temporarily closed for life safety work.

3) Merchandising Report

A) Wine

1. May 2025 Cost Change Approval List

Approved the recommended May 2025 Cost Change Approval List as recommended.

2. May 2025 Primary Source Recommendation

Approved the recommended May 2025 Primary Source Recommendations (73 Primary, 85 Imported, 10 Exclusive Agent, and 0 Dual Distribution) as recommended.

3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/05/2025

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/05/2025 from miscellaneous brokers as recommended.

4. REVISED July 2025 Special Allowance Offers – Wine – Southern Glazer’s Wine and Spirits

Approved the recommended REVISED July 2025 Special Allowance Offers – Wine – from Southern Glazer’s Wine and Spirits as recommended.

5. Roll Out Results for April – May 2025 – EXPAND DISTRIBUTION

Approved the recommended Roll Out Results for April – May 2025 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.

6. Roll Out Results – April 2025 – May 2025 – REMOVE FROM RETAIL

Approved the recommended Roll Out Results – April 2025 – May 2025 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.

7. Test Market Results for February – May 2025 – EXPAND DISTRIBUTION

Approved the recommended Test Market Results for February – May 2025 – EXPAND DISTRIBUTION from miscellaneous brokers as recommended.

8. Test Results – February – May 2025 – REMOVE FROM RETAIL

Approved the recommended Test Results – February – May 2025 – REMOVE FROM RETAIL from miscellaneous brokers as recommended.

For Information Only

9. Status of 2025 Roll Out Items

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

Approved the recommended June 2025 NH Liquor & Wine Outlet In-Store Events from Southern Glazer’s as recommended

2. 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.

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3. 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 Mt. Washington Distillers 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. May 2025 Spirit Warehouse Only List

Approved the recommended May 2025 Spirit Warehouse Only List (4 Primary, 9 Imported, 0 Exclusive Agent) as recommended.

2. July 2025 E-Coupon Offers – Spirits

Approved the recommended July 2025 E-Coupon Offers – Spirits as recommended.

3. August 2025 E-Coupon Offers – Spirits

Approved the recommended August 2025 E-Coupon Offers – Spirits as recommended.

4. August 2025 Multi-Bottle Offers – Spirits

Approved the recommended August 2025 Multi-Bottle Offers – Spirits from miscellaneous brokers as recommended.

5. Limited Time Offer Requests – June 2025:

a) Live Free Distillery – White Beard Wheat Whiskey

Approved the recommended request from Live Free Distillery to purchase 28 cases of #063717 White Beard Wheat Whiskey 750mL/12 as a Limited Time Offer Request as recommended.

b) Martignetti Companies of NNE – Cathedral Ledge Organic Straight Bourbon

Approved the recommended request from Martignetti Companies of NNE to purchase 100 cases of #008133 Cathedral Ledge Organic Straight Bourbon 750mL/6 as a Limited Time Offer Request as recommended.

c) RNDC New Hampshire – High West Bourye Whiskey and High West Prisoner's Share Whiskey

Approved the recommended request from RNDC New Hampshire to purchase 50 cases of #002332 High West Bourye Whiskey 750mL/6 and 17 cases of #008005 High West Prisoner's Share Whiskey 750mL/6 as a Limited Time Offer Request as recommended.

d) Southern Glazer's Wine and Spirits – Casamigos RTD Margarita Variety Pack

Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 200 cases of #063816 Casamigos RTD Margarita Variety Pack 200mL/8/3 as a Limited Time Offer Request as recommended.

6. One Time Buy Request – June 2025 – Pine State Beverage – Blue Run KS Sails & Rails

Bourbon Whiskey and Blue Run KS Beach & Blooms Bourbon Whiskey

Approved the recommended request from Pine State Beverage to purchase 5 cases of #063903 Blue Run KS Sails & Rails Bourbon Whiskey 750mL/6 and 5 cases of #063904 Blue Run KS Beach & Blooms Bourbon Whiskey 750mL/6 as a One Time Buy Request as recommended.

7. Purchase Order Request for Fever Tree – Pine State Beverage

Approved the recommended Purchase Order Request for Fever Tree from Pine State Beverage as recommended.

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8. Spirits Test Market Results for Week Ending 06/01/2025

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:

#002923 Balvenie 12Yr Single Barrel Single Malt 750mL/6 – \$89.99 (Martignetti Companies of NNE)

Specialty:

None at this time

Limited:

None at this time

Delist:

#061155 Rebel 100 6Yr Bourbon Whiskey 750mL/6 – \$59.99 (RNDC New Hampshire)

#062014 Wild Atlantic Irish Whiskey 700mL/12 – \$29.99 (Stone Fence Beverage)

9. Test Market Requests – May & June 2025:

a) Martignetti Companies of NNE – Brothers Bond Straight Bourbon

Approved the recommended request from Martignetti Companies of NNE to offer #001089 Brothers Bond Straight Bourbon 750mL/6 for Test Market Listing as recommended.

b) Martignetti Companies of NNE – Michter's US1 Sour Mash Whiskey

Approved the recommended request from Martignetti Companies of NNE to offer #060073 Michter's US1 Sour Mash Whiskey 750mL/6 for Test Market Listing as recommended.

c) RNDC New Hampshire – Hand on Heart Non-Alcoholic Chardonnay, Hand on Heart Non-Alcoholic Cabernet Sauvignon, Hand on Heart Non-Alcoholic Sauvignon Blanc, and Hand on Heart Non-Alcoholic Rose

Approved the recommended request from RNDC New Hampshire to offer #063890 Hand on Heart Non-Alcoholic Chardonnay 750mL/12 and #063891 Hand on Heart Non-Alcoholic Cabernet Sauvignon 750mL/12 and #063892 Hand on Heart Non-Alcoholic Sauvignon Blanc 750mL/12 and #063893 Hand on Heart Non-Alcoholic Rose 750mL/12 for Test Market Listing as recommended.

d) RNDC New Hampshire – Southside Gin Cocktail

Approved the recommended request from RNDC New Hampshire to offer #063799 Southside Gin Cocktail 355mL/4/6 for Test Market Listing as recommended.

e) RNDC New Hampshire – Tasmanian Pure Vodka

Approved the recommended request from RNDC New Hampshire to offer #063798 Tasmanian Pure Vodka 750mL/6 for Test Market Listing as recommended.

f) Ruby Wines New Hampshire – Hogsworth Bourbon Whiskey & Armagnac

Approved the recommended request from Ruby Wines New Hampshire to offer #063836 Hogsworth Bourbon Whiskey & Armagnac 750mL/6 for Test Market Listing as recommended.

g) Southern Glazer's Wine and Spirits – Canadian Club Blackberry

Approved the recommended request from Southern Glazer's Wine and Spirits to offer #063806 Canadian Club Blackberry 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. Derderian. Chairman Mollica seconded the motion.

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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

1. Purchase Order Request – Multiple Brokers

Approved the recommended Purchase Order Request from Multiple Brokers as recommended.

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