

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 12, 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; Lieutenant Matthew Culver, Enforcement; Jon Holland, DHL; Joe Wallenhorst, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD June 5, 2025.

Chairman Mollica made a motion to accept the minutes from the June 5, 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 93,345 inbound cases and 87,839 outbound cases. Inventory reached 939,947 cases. For comparison, at this time last year, there were 97,717 inbound cases, 91,787 outbound cases, and inventory was 879,360 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 and Deputy Commissioner Brassard Jordan thanked DHL in advance for reloading product outlet 33 in Manchester.

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 are ready for the start of Bike Week and Father's Day. We are working in Manchester outlet 33 preparing it for reopening.

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3) Merchandising Report

A) Wine

1. NH Winery New Listing – Appolo Vineyards
Approved the recommended NH Winery New Listing from Appolo Vineyards to purchase 20 cases of TBD# of Appolo Vineyards Sunset Kisses 750mL/12 as recommended.
2. One Time Buy Request – J. Lohr Paperwhite Unoaked Chardonnay – Martignetti Companies of NNE
Approved the not recommended One Time Buy Request – J. Lohr Paperwhite Unoaked Chardonnay from Martignetti Companies of NNE as recommended.
3. 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.
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/12/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 06/12/2025 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. 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.
2. August 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended August 2025 NH Liquor & Wine Outlet In-Store Events From Mt. Washington Distillers as recommended.
3. September 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended September 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers 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 – June 2025:
 - a) RNDC New Hampshire – Fentimans Tonic Water, Fentimans Pink Grapefruit Tonic Water and Fentimans Ginger Beer & Muddled Lime
Denied the not recommended request to purchase Fentimans Tonic Water, Fentimans Pink Grapefruit Tonic Water and Fentimans Ginger Beer & Muddled Lime. The Commission accepted the offer from RNDC New Hampshire to purchase 112 cases of #TBD Fentimans Tonic Water 200mL/4/6 and 112 cases of #TBD Fentimans Pink Grapefruit Tonic Water 200mL/4/6 and 112 cases of #TBD Fentimans Ginger Beer &

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Muddled Lime 200mL/4/6 as a Limited Time Offer Request. Adding these Fentimans products will provide our consumers with an additional brand of Tonic Water, as well as new flavors of Pink Grapefruit Tonic Water and Ginger Beer & Muddled Lime.

- b) RNDC New Hampshire – Holladay Soft Red Wheat Rickhouse Proof
Approved the recommended request from RNDC New Hampshire to purchase 23 cases of #062830 Holladay Soft Red Wheat Rickhouse Proof 750mL/6 as a Limited Time Offer Request as recommended.
- c) Southern Glazer's Wine and Spirits – Crown Royal Hand Select Barrel
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 39 cases of #002492 Crown Royal Hand Select Barrel 750mL/12 as a Limited Time Offer Request as recommended.
- 2. Line Extension Request for Crown Royal Blackberry 50mL – Southern Glazer's Wine and Spirits – June 2025
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America, Inc. to offer #063807 Crown Royal Blackberry 50mL as a Line Extension Request as recommended.
- 3. Purchase Order Request – Mount Washington Distillery
Approved the recommended Purchase Order Request from Mount Washington Distillery as recommended.
- 4. Spirits Test Market Results for Week Ending 06/08/2025
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:
#062583 On the Rocks Lemon Drop Martini 375mL/12 – \$13.99 (Southern Glazer's Wine and Spirits)
Specialty:
#001656 Willett Johnny Drum Private Stock Straight Bourbon Whiskey 750mL/6 – \$49.99 (Ruby Wines New Hampshire Inc.)
Limited:
#001950 Basil Hayden Malted Rye Whiskey 750mL/6 – \$59.99 (Southern Glazer's Wine and Spirits)
Delist:
#001542 Corvus Tropical Vodka 750mL/6 – \$24.99 (Southern Glazer's Wine and Spirits)
#004840 Five Farms Irish Cream Liqueur 375mL/16 – \$17.99 (RNDC New Hampshire)
#061357 Lost Irish Whiskey 750mL/6 – \$36.99 (Southern Glazer's Wine and Spirits)
- 5. Test Market Request for Tamworth Graverobber Rye Whiskey – Tamworth Distilling – June 2025
Approved the recommended request from Tamworth Distilling to offer #061704 Tamworth Graverobber Rye Whiskey 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.

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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 10:40 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners