

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 19, 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; 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 June 12, 2025.

Chairman Mollica made a motion to accept the minutes from the June 12, 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 89,355 inbound cases and 84,194 outbound cases. Inventory reached 944,364 cases. For comparison, at this time last year, there were 91,088 inbound cases, 92,238 outbound cases, and inventory was 898,681 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, presented the July 2025 Quarterly Price Changes and reported on the Administrative Notices.

A) July 2025 Quarterly Price Changes

Approved the recommended July 2025 Quarterly Price Changes as recommended.

After review of the item listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

For Information Only:

B) 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 outlet 33 in Manchester remains temporarily closed. All other outlets are open and ready for a busy weekend.

3) Merchandising Report

A) Wine

1. REVISED Roll Out Results – April 2025 – May 2025 – REMOVE FROM RETAIL
Approved the recommended REVISED Roll Out Results – April 2025 – May 2025 –REMOVE FROM RETAIL as recommended.
2. REVISED On-Premise Special Discount – July 2025
Approved the recommended REVISED On-Premise Special Discount – July 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 and not recommended August 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers 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 Stone Fence Beverage 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. Additional July 2025 Special Allowance Offers – Spirits – RNDC New Hampshire
Approved the recommended Additional July 2025 Special Allowance Offers – Spirits – from RNDC New Hampshire as recommended.
2. Appeal Requests - June 2025:
 - a) RNDC New Hampshire – Five Farms Irish Cream Liqueur
Approved the recommended Appeal Request – June 2025 from RNDC New Hampshire for #004840 Five Farms Irish Cream Liqueur 375mL/16 to be placed in Full Distribution as recommended.
 - b) Southern Glazer's Wine and Spirits – Corvus Tropical Vodka
Approved the recommended Appeal Request – June 2025 from Southern Glazer's Wine and Spirits for #001542 – Corvus Tropical Vodka 750mL/6 to be placed in Limited Distribution as recommended.

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3. REVISED Limited Time Offer Requests – June 2025:

a) RNDC New Hampshire – Fentimans Tonic Water and Ginger Beer

At the June 12, 2025 Commission Meeting, 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 & Muddled Lime 200mL/4/6 as a Limited Time Offer Request. The offer was presented as not recommended and the Commission overturned it and approved the purchase. At that time, item #064090 Fentimans Ginger Beer and Muddled Lime was listed with the incorrect Retail Price and Bottle Cost. The REVISED Limited Time Offer request is being resubmitted for the June 19, 2025 Commission Meeting with the correct Retail Price of \$6.29 and the correct Bottle Cost \$4.19. The Commission approved the purchase of item #064090 Fentimans Ginger Beer and Muddled Lime with the correct pricing.

b) RNDC New Hampshire – High West Bourye Whiskey

The Commission has TABLED the REVISED June 2025 Limited Time Offer Request from RNDC New Hampshire for High West Bourye Whiskey for additional information from the Marketing Department.

4. Limited Time Offer Request – June 2025 – Old Forester Row Series 1924 10 Yr – Brown-Forman Corp.

Approved the recommended Limited Time Offer Request from RNDC New Hampshire on behalf of Brown-Forman Spirits Limited to purchase 15 cases of #008499 Old Forester Row Series 1924 10YR 750mL/6 as a Limited Time Offer Request as recommended.

5. One Time Buy Request – June 2025 – Willett Distillery Barrel Buy:

a) Ruby Wines New Hampshire – Willett Distillery 12 Year Bourbon Whiskey #2146, Willett Distillery 12 Year Rye Whiskey #2381, Willett Distillery 13 Year Bourbon Whiskey #136, Willett Distillery 10 Year Bourbon Whiskey #9086, Willett Distillery 12 Year Bourbon Whiskey #4099

Approved the recommended request from Ruby Wines New Hampshire to purchase #TBD cases of #063952 Willett Distillery 12 Year Bourbon Whiskey #2146 750mL/6 and #TBD cases of #063954 Willett Distillery 12 Year Rye Whiskey #2381 750mL/6 and #TBD cases of #063955 Willett Distillery 13 Year Bourbon Whiskey #136 750mL/6 and #TBD cases of #063956 Willett Distillery 10 Year Bourbon Whiskey #9086 750mL/6 and #TBD cases of #064009 Willett Distillery 12 Year Bourbon Whiskey #4099 750mL/6 as a One Time Buy Request as recommended. The Marketing Department will notify the Commission when case quantities are available.

6. Spirits Test Market Results for Week Ending 06/15/2025

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:

#004205 Ron del Barrilito 3 Star Rum 750mL/6 – \$44.99 (Pine State Beverage)

#007061 Highland Park 15Yr Single Malt Scotch 750mL/6 – \$124.99 (RNDC New Hampshire)

#062106 Cape Horn Reposado Tequila 700mL/6 – \$59.99 (Ruby Wines New Hampshire Inc.)

#062232 Luxardo Del Santo 750mL/12 – \$39.99 (Southern Glazer's Wine and Spirits)

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#062249 BarreSmith Manhattan 750mL/6 – \$37.99 (Southern Glazer’s Wine and Spirits)

Limited: None at this time

Delist:

#004690 Courvoisier VSOP 375mL/12 – \$19.99 (Southern Glazer’s Wine and Spirits)

#061988 Cask & Crew Ginger Spice 750mL/6 – \$27.99 (Stone Fence Beverage)

#062248 Astral Margarita 375mL/12 – \$13.99 (Southern Glazer’s Wine and Spirits)

7. Sweepstakes Request “High West Protect the West Sweepstakes”

Approved the recommended Sweepstakes Request “High West Protect the West Sweepstakes” as recommended.

8. Test Market Requests – June 2025:

- a) Bay State Wine & Spirits – Twisted Shotz Razzle Dazzle and Twisted Shotz Red Party Pack

Approved the recommended request from Bay State Wine & Spirits to offer #063921 Twisted Shotz Razzle Dazzle 25mL/15/6 and #063940 Twisted Shotz Red Party Pack 25mL/15/6 for Test Market Listing as recommended.

- b) Martignetti Companies of NNE – Three Olives Vanilla Vodka

Approved the recommended request from Martignetti Companies of NNE to offer #003781 Three Olives Vanilla Vodka 750mL/12 for Test Market Listing as recommended.

- c) RNDC New Hampshire – Whipshots Caramel

Approved the recommended request from RNDC New Hampshire to offer #001145 Whipshots Caramel 200mL/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. 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 10:43 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners