

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of June 26, 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.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD June 19, 2025.

Chairman Mollica made a motion to accept the minutes from the June 19, 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 78,478 inbound cases and 98,885 outbound cases. Inventory reached 922,138 cases. For comparison, at this time last year, there were 124,229 inbound cases, 100,877 outbound cases, and inventory was 902,342 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, reported that outlets are all open and ready to serve customers, except for store 33 Manchester, which remains temporarily closed for life safety work.

3) Merchandising Report

A) Wine

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1. E-mail Coupons – September 2025
Approved the recommended E-mail Coupons – September 2025 as recommended.
2. Enter-To-Win a Trip to Kentucky's Bourbon Trail –September-October 2025 – The Wine Group – Southern Glazer's Wine and Spirits
Approved the recommended Enter-To-Win a Trip to Kentucky's Bourbon Trail –September-October 2025 – The Wine Group – Southern Glazer's Wine and Spirits 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
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/26/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 06/26/2025 as recommended.
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti High End Spring Tasting 06/25/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores – Martignetti High End Spring Tasting 06/25/2025 as recommended.
6. REVISED One Time Buy Request with Adjusted Case Cost for State Owned Inventory – Summer Water Rose – Bay State Wine & Spirits
Approved the REVISED One Time Buy Request with Adjusted Case Cost for State Owned Inventory – Summer Water Rose from Bay State Wine & Spirits to purchase 302 cases of #028485 Summer Water Rose 750mL/12 as a One Time Buy Request as recommended.
7. Roll Out Requests – Multiple Brokers – September 2025
Approved the recommended and not recommended Roll Out Requests from Multiple Brokers – September 2025 as recommended.
8. Special Allowance Offers – Wine - September 2025:
Approved the recommended Special Allowance Offers – Wine - September 2025 from multiple brokers as recommended below:
 - a) Bay State Wine & Spirits as recommended.
 - b) Martignetti Companies of NNE as recommended.
 - c) RNDC New Hampshire as recommended.
 - d) Ruby Wines New Hampshire as recommended.
 - e) Southern Glazer's Wine and Spirits as recommended.
 - f) Vinilandia as recommended.
 - g) MS Walker as recommended.
9. Test Market Requests – Multiple Brokers – September 2025
Approved the recommended and not recommended Test Market Requests from Multiple Brokers – September 2025 for Test Market Listing as recommended.
10. Wine Multi Bottle Promotion – September 2025
Approved the recommended and not recommended Wine Multi Bottle Promotion – September 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.

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B) Tasting Events

1. In-Store Tasting – Bord Bia and Irish Whiskey in Epping – July 2025
Approved the recommended In-Store Tasting – Bord Bia and Irish Whiskey in Epping – July 2025 as recommended.
2. In-Store Tasting – Bord Bia and Irish Whiskey in Nashua – July 2025
Approved the recommended In-Store Tasting – Bord Bia and Irish Whiskey in Nashua – July 2025 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 as recommended.
4. August 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended August 2025 NH Liquor & Wine Outlet In-Store Events 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. E-Coupon Offers – Spirits – August 2025
Approved the recommended E-Coupon Offers – Spirits – August 2025 as recommended.
2. TABLED Revised June 2025 Limited Time Offer Request for High West American Whiskey – Constellation Wine US – RNDC New Hampshire
Accepted the recommendation to leave this item on the TABLE until additional information is provided by the Marketing Department - TABLED Revised June 2025 Limited Time Offer Request for High West American Whiskey – Constellation Wine US – RNDC New Hampshire.
3. Limited Time Offer Requests – June 2025:
 - a) RNDC New Hampshire – Penelope American Light Whiskey
Approved the recommended request from RNDC New Hampshire to purchase 25 cases of #063985 Penelope American Light Whiskey 750mL/6 as a Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – Shottys Tropical Pack
Approved the recommended request from RNDC New Hampshire to purchase 75 cases of #063987 Shottys Tropical Pack 50mL/24/6 as a Limited Time Offer Request as recommended.
 - c) Southern Glazer’s Wine and Spirits – Kahlua Dunkin Caramel Swirl
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 117 cases of #063991 Kahlua Dunkin Caramel Swirl 50mL/120 as a Limited Time Offer Request as recommended.
4. Line Extension Request for Cazadores Reposado Tequila 375mL – Bacardi USA Inc – Southern Glazer’s Wine and Spirits – June 2025
Approved the recommended Line Extension Request for #063996 Cazadores Reposado Tequila 375mL from Southern Glazer’s Wine and Spirits on behalf of Bacardi USA Inc – June 2025 as a Line Extension Request as recommended.
5. One Time Buy Requests – June 2025:
 - a) Ruby Wines New Hampshire – Dexter Small Batch Rye Five Woods Finish

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Approved the recommended request from Ruby Wines New Hampshire to purchase 70 cases of #008225 Dexter Small Batch Rye Five Woods Finish 750mL/6 as a One Time Buy Request as recommended.

- b) Southern Glazer's Wine and Spirits – Smirnoff Electric Guava

Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 140 cases of #063994 Smirnoff Electric Guava 750mL/12 as a One Time Buy Request as recommended.

6. Promotional Sale – June through December 2025 – Tito's Vodka

Approved the recommended Promotional Sale – June through December 2025 – Tito's Vodka as recommended.

7. Purchase Order Request – NHLC Gift Bags

Approved the recommended Purchase Order Request – NHLC Gift Bags as recommended.

8. Revised/Additional – August 2025 Multi-Bottle Offers – Spirits

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

9. Special Allowance Offers – Spirits – September 2025:

Approved the Additional September 2025 Special Allowance Offers – Spirits from the following brokers:

- a) Martignetti Companies of NNE as recommended.

- b) RNDC New Hampshire as recommended.

- c) Ruby Wines New Hampshire as recommended.

- d) Southern Glazer's Wine and Spirits as recommended.

10. Spirits Test Market Results for Week Ending 06/22/2025

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:

#004161 Russo Crem di Pistachio 750mL/6 – \$29.99 (Pine State Everage)

#004852 Larceny Barrel Proof 750mL/6 – \$59.99 (Southern Glazer's Wine and Spirits)

#062699 Pantalones Organic Tequila Blanco 750mL/6 – \$44.99 (Southern Glazer's Wine and Spirits)

Specialty:

None at this time

Limited:

None at this time

Delist:

#061731 Yellowstone Select Bourbon 375mL/12 – \$19.99 (RNDC New Hampshire)

11. Test Market Requests – June 2025:

- a) RNDC New Hampshire – Henderson Vanilla Flavored Whiskey

Approved the recommended request from RNDC New Hampshire on behalf of MHW Ltd to offer #063988 Henderson Vanilla Flavored Whiskey 750mL/12 for Test Market Listing as recommended.

- b) RNDC New Hampshire – Volando Reposado Tequila

Approved the recommended request from RNDC New Hampshire to offer #063984 Volando Reposado Tequila 750mL/6 for Test Market Listing as recommended.

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- c) Southern Glazer's Wine and Spirits- Jefferson's Rye Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard USA to offer #063993 Jefferson's Rye Whiskey 750mL/6 for Test Market Listing as recommended.
- d) Southern Glazer's Wine and Spirits – Kahlua Dunkin Caramel Swirl
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard USA to offer #063992 Kahlua Dunkin Caramel Swirl 750mL/12 for Test Market Listing as recommended.
- e) Southern Glazer's Wine and Spirits – Patron Citronge Orange Jalapeno
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Bacardi USA to offer #063995 Patron Citronge Orange Jalapeno 750mL/12 for Test Market Listing as recommended.
- f) Southern Glazer's Wine and Spirits – Wild Turkey Rare Breed Rye
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Campari America to offer #007613 Wild Turkey Rare Breed Rye 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

1. Purchase Order Request – Pine State Beverage

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

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