

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of July 3, 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; Deputy Chief Danielle Ellston, Enforcement; Jon Holland, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

Attended for employee certificate presentation: Linda Duval, Tina Demers, Marissa Barnes, Vicki Bennett, Steven Defreest, Mimi Hammond, Shannon LeBlanc, Vito Mancini, Eric Marsh, Caitlyn Polizos, Wendy Roy, Anshu Shrestha, Sandy Bennetter, Natasha Long, Amelia Ortega, Taylor Wagner, Nick Burleigh, Justin Scoppetto, Danielle Daley, and Ron Shute.

### I) PLEDGE OF ALLEGIANCE

#### EMPLOYEE LONGEVITY CERTIFICATE PRESENTATION:

Chief Financial Officer, Tina Demers, presented Linda Duval with certificates and a pin in recognition of 20 years of service with the New Hampshire Liquor Commission. Ms. Demers acknowledged Ms. Duval for being a hard working and valuable employee. She further stated that the Commission couldn't have made it through the transition to the new system without the skills of Ms. Duval and her team. Ms. Demers and Ms. Duval have worked together throughout the 20 years. Chairman Mollica and Deputy Commissioner Brassard Jordan echoed Ms. Demers sentiments.

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD June 26, 2025.

Chairman Mollica made a motion to accept the minutes from the June 26, 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 81,875 inbound cases and 93,427 outbound cases. Inventory reached 909,698 cases. For comparison, at this time last year, there were 70,204 inbound cases, 102,488 outbound cases, and inventory was 868,666 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

Mr. Holland thanked the Commission for moving some deliveries around to accommodate the holiday. Chairman Mollica thanked the DHL team for their work and wished them a happy 4<sup>th</sup> of July holiday.

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### 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 will be open regular hours on July 4<sup>th</sup>, and throughout the holiday weekend, to meet customer needs. Outlet 33 in Manchester remains closed for life safety repairs.

3) Merchandising Report

A) Wine

1. June 2025 Cost Change Approval List

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

2. June 2025 Primary Source Recommendations

Approved the recommended June 2025 Primary Source Recommendations (31 Primary, 68 Imported, 7 Exclusive Agent, and 0 Dual Distribution) as recommended.

3. Appeal Requests:

a) Martignetti Companies – Schramsberg Mirabelle Brut Rose

Approved the recommended Appeal Request February through May 2025 – from Martignetti Companies for #024999 Schramsberg Mirabelle Brut Rose 750mL/12 to be placed in Expanded Distribution as recommended.

b) Ruby Wines New Hampshire – Champagne Vranken Demoiselle Rose Brut

Approved the not recommended Appeal Request January & February 2025 from Ruby Wines New Hampshire for #14163 Champagne Vranken Demoiselle Rose Brut 750mL/12. All current store inventory will be placed on closeout pricing and sold in stores with closeout sections.

4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE 07/03/2025

Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE 07/03/2025 as recommended.

5. Request for Wine Specialty Status – Misc Brokers

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

6. Special Allowance Offers – September 2025 – Wine – Pine State Beverage

Approved the recommended Special Allowance Offers – September 2025 – Wine for Pine State Beverage as recommended.

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7. REVISED Test Market Results for January – April 2025 – EXPAND DISTRIBUTION  
Approved the recommended REVISED Test Market Results for January – April 2025 – EXPAND DISTRIBUTION as recommended.
8. Off-Premise Special Discount – Exclusive Grocery Price Busters September 2025  
Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters September 2025 from miscellaneous brokers as recommended.
9. NH Off-Premise Special Discount – Price Busters September & October 2025  
Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters September & October 2025 from miscellaneous brokers 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 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. June 2025 Spirit Warehouse Only List  
Approved the recommended June 2025 Spirit Warehouse Only List (10 Primary, 2 Imported, 0 Exclusive Agent) as recommended.
2. Purchase Order Request – Multiple Brokers  
Approved the recommended Purchase Order Request from multiple brokers as recommended.
3. REVISED – August 2025 E-Coupon Offers – Spirits  
Approved the recommended REVISED – August 2025 E-Coupon Offers – Spirits from RNDC New Hampshire as recommended.
4. TABLED – REVISED June 2025 Limited Time Offer Request for High West American Whiskey – Constellation Wine US – RNDC New Hampshire  
Removed from the table and approved the not recommended TABLED – REVISED June 2025 Limited Time Offer Request for #002332 High West Bourye Whiskey – Constellation Wine US – RNDC New Hampshire as recommended.
5. Limited Time Offer Requests – July 2025:
  - a) Martignetti Companies of NNE – Cathedral Ledge BIB Organic Straight Rye and Cathedral Ledge BIB Organic Straight Bourbon

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Approved the recommended request from Martignetti Companies of NNE to purchase 100 cases of #064030 Cathedral Ledge BIB Organic Straight Rye 750mL/6 and 100 cases of #064031 Cathedral Ledge BIB Organic Straight Bourbon 750mL/6 as a Limited Time Offer Request as recommended.

b) RNDC New Hampshire – Penelope Rio Straight Bourbon

Approved the recommended request from RNDC New Hampshire to purchase 18 cases of #002823 Penelope Rio Straight Bourbon 750mL/6 as a Limited Time Offer Request as recommended.

c) Southern Glazer's Wine and Spirits – Elijah Craig Small Batch Ryder Cup

Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 32 cases of #063997 Elijah Craig Small Batch Ryder Cup 750mL/3 as a Limited Time Offer Request as recommended.

d) Southern Glazer's Wine and Spirits – Hornitos Pineapple

Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 70 cases of #064000 Hornitos Pineapple 750mL/12 as a Limited Time Offer Request as recommended.

6. Line Extension Request – July 2025 – Granite State Vodka 750mL – Sazerac Co Inc – Southern Glazer's Wine and Spirits

Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co. Inc. to offer #TBD Granite State Vodka 750mL/12 as a Line Extension Request as recommended.

7. One Time Buy Requests – July 2025:

a) Martignetti Companies of NNE – Art of Spirits Frogman 'Dan Healy', Art of Spirits Frogman 'Nate Hardy', and Art of Spirits Frogman 'Blake Marston'

Approved the recommended request from Martignetti Companies of NNE to purchase 39 cases of #063960 Art of Spirits Frogman 'Dan Healy' 750mL/6 and 39 cases of #063961 Art of Spirits Frogman 'Nate Hardy' 750mL/6 and 39 cases of #063962 Art of Spirits Frogman 'Blake Marston' 750mL/6 as a One Time Buy Request as recommended.

b) Martignetti Companies of NNE – Glenfiddich 12Yr American Oak Single Malt

Approved the recommended request from Martignetti Companies of NNE to purchase 50 cases of #064034 Glenfiddich 12Yr American Oak Single Malt 750mL/12 as a One Time Buy Request as recommended.

c) Pine State Beverage – 2XO Vinyl Blend Bourbon

Approved the not recommended request from Pine State Beverage to purchase 56 cases of TBD# 2XO Vinyl Blend Bourbon 750mL/6 as a One Time Buy Request as recommended.

d) Ruby Wines New Hampshire – BHAKTA 2011 Bourbon Whiskey in Armagnac Cask Finish

Approved the not recommended request from Ruby Wines New Hampshire to purchase 70 cases of TBD# BHAKTA 2011 Bourbon Whiskey in Armagnac Cask Finish 750mL/6 as a One Time Buy Request as recommended.

e) Stone Fence Beverage – Found North Cask Strength Whisky Batch 11 and Found North Cask Strength Peregrine 2024

Approved the recommended request from Stone Fence Beverage to purchase 25 cases of #064024 Found North Cask Strength Whisky Batch 11 750mL/6 and 6 cases of #064046

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Found North Cask Strength Peregrine 2024 750mL/6 as a One Time Buy Request as recommended.

8. Special Allowance Offers – September 2025 – Spirits – Pine State Trading  
Approved the recommended Special Allowance Offers – September 2025 – Spirits from Pine State Trading as recommended.
9. Spirits Test Market Results for Week Ending 06/29/2025  
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:**

#005283 Tippy Cow Vanilla Soft Serve Rum 750mL/6 – \$19.99 (Pine State Trading)

#005295 Tippy Cow Chocolate Rum Cream 750mL/6 – \$19.99 (Pine State Trading)

#061673 Tippy Cow Shamrock Mint Rum Cream 750mL/6 – \$19.99 (Pine State Trading)

#062250 Kijafa Cherry Liqueur 750mL/12 – \$10.99 (Southern Glazer's Wine and Spirits)

10. Test Market Requests – July 2025:

- a) Martignetti Companies of NNE – Bardstown Bourbon  
Approved the recommended request from Martignetti Companies of NNE to offer #064061 Bardstown Bourbon 750mL for Test Market Listing as recommended.
- b) Pine State Beverage – Black Button Distilling Bespoke Bourbon Cream, Black Button Distilling Four Grain Straight Bourbon Whisky, Black Button Distilling Citrus Forward Gin, and Black Button Distilling Can Bee Cocktails Bee's Knees  
Approved the not recommended request from Pine State Beverage to offer TBD# Black Button Distilling Bespoke Bourbon Cream 750mL/12 and TBD# Black Button Distilling Four Grain Straight Bourbon Whisky 750mL/6 and TBD# Black Button Distilling Citrus Forward Gin 750mL/6 and TBD# Black Button Distilling Can Bee Cocktails Bee's Knees 355mL/4/6 for Test Market Listing as recommended.
- c) Pine State Beverage – Seven Seals Sherry Wood Finish Single Malt Whisky  
Approved the not recommended request from Pine State Beverage to offer TBD# Seven Seals Sherry Wood Finish Single Malt Whisky 700mL/6 for Test Market Listing as recommended.
- d) RNDC New Hampshire – Jack Daniel's Tennessee Blackberry  
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd. to offer #063986 Jack Daniel's Tennessee Blackberry 750mL/12 for Test Market Listing as recommended.
- e) Southern Glazer's Wine and Spirits – Santo Fino Blanco 110P Tequila  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Shaw-Ross to offer #063999 Santo Fino Blanco 110P Tequila 750mL/6 for Test Market Listing as recommended.

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- f) Southern Glazer's Wine and Spirits – Svedka Vodka 100P  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac, Co. Inc. to offer #063998 Svedka Vodka 100P 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. 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 10:51 a.m. the meeting was adjourned.

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