

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of July 10, 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; 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 July 3, 2025.

Chairman Mollica made a motion to accept the minutes from the July 3, 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 79,843 inbound cases and 100,365 outbound cases. Inventory reached 888,500 cases. For comparison, at this time last year, there were 79,390 inbound cases, 108,889 outbound cases, and inventory was 840,731 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

Deputy Commissioner Brassard Jordan thanked DHL for their assistance moving product out of outlet 33.

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 all is well in the outlets.

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3) Merchandising Report

A) Wine

1. CORRECTION Test Market Results for January – April 2025 – EXPAND DISTRIBUTION
Approved the recommended CORRECTION Test Market Results for January – April 2025 – EXPAND DISTRIBUTION as recommended. This is a correction to the revised 07/03/2025 cover memo which listed the incorrect brand and code for item 062177 Saint Cosme Micro-Cosme Rouge. After further review, it has been determined that it did achieve the 100% gross profit threshold for Expanded Distribution.
2. REVISED Special Allowance Offers – Wine – August 2025:
Approved the recommended REVISED Special Allowance Offers – Wine – September 2025 from multiple brokers as recommended below:
 - a) Martignetti Companies of NNE as recommended.
 - b) Pine State Beverage 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) MS Walker as recommended.
3. ADDITIONAL Special Allowance Offers – Wine – September 2025:
Approved the recommended ADDITIONAL Special Allowance Offers – Wine – September 2025 from multiple brokers as recommended below:
 - a) Pine State Beverage as recommended.
 - b) Southern Glazer's Wine and Spirits as recommended.
 - c) MS Walker as recommended.
4. 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 Misc Brokers as recommended.
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/10/2025
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/10/2025 as recommended.
6. Request for Wine Specialty Status – Misc Brokers
Approved the recommended Request for Wine Specialty Status – Misc Brokers as recommended.
7. REVISED Roll Out Requests – Multiple Brokers – September 2025
Approved the **not recommended** REVISED Roll Out Requests – Multiple Brokers – September 2025 as recommended. This memo, with code 064098 Dory White Blend, was previously approved for recommendation at the 06/26/2025 Commission Meeting. This memo was resubmitted at the 07/10/2025 Commission Meeting as not recommended as it is already in the August Roll Out Program.
8. Vendor Request Closeout Pricing with Additional Purchase – Uncorked, LLC
Approved the recommended Vendor Request Closeout Pricing with Additional Purchase from Uncorked, LLC 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

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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 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 as recommended.
3. September 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended September 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. Limited Time Offer Requests – June & July 2025:
 - a) Southern Glazer's Wine and Spirits - Casamigos RTD Margarita Variety Pack
Approved the recommended request from Southern Glazer's Wine and Spirits for a continuing case purchase of #063816 Casamigos RTD Margarita Variety Pack 200mL/8/3 as a Limited Time Offer Request as recommended. The NHLHC will purchase each allocation going forward as it becomes available. This will ensure our outlets can maintain a min/max and avoid any out of stock when more cases are available.
 - b) Southern Glazer's Wine and Spirits – Henry McKenna Single Barrel 10YO
Approved the recommended request from Southern Glazer's Wine and Spirits for a continuing case purchase of 16 cases monthly of #004094 Henry McKenna Single Barrel 10YO 750mL/6 as a Limited Time Offer Request as recommended. The NHLHC will purchase each allocation going forward as it becomes available. This will ensure our outlets can maintain a min/max and avoid any out of stock when more cases are available.
 - c) Southern Glazer's Wine and Spirits – Pikesville Rye 110 Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 91 cases of #001803 Pikesville Rye 110 Whiskey 750mL/6 as a Limited Time Offer Request as recommended.
2. One Time Buy Requests – July 2025:
 - a) Ruby Wines New Hampshire – Buzzard's Roost Straight Bourbon Whiskey Finished with Toast
Approved the recommended request from Ruby Wines New Hampshire to purchase 30 cases of #064121 Buzzard's Roost Straight Bourbon Whiskey Finished with Toast 750mL/6 as a One Time Buy Request as recommended.
 - b) Ruby Wines New Hampshire – Chicken Cock Ryeteous Blonde Beer Barrel Finish
Approved the recommended request from Ruby Wines New Hampshire to purchase 70 cases of #064124 Chicken Cock Ryeteous Blonde Beer Barrel Finish 750mL/6 as a One Time Buy Request as recommended.

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- c) Southern Glazer's Wine and Spirits – West Cork Tripple Blend, West Cork 9yr Red Wine Cask, and West Cork 5yr Post Still SB
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 50 cases of #064079 West Cork Tripple Blend 750mL/6, 50 cases of #064075 West Cork 9yr Red Wine Cask 750mL/6, and 50 cases of #064080 West Cork 5yr Post Still SB 750mL/6 as a One Time Buy Request as recommended.
- 3. Purchase Order Request – Multiple Brokers
Approved the recommended Purchase Order Request - Multiple Brokers as recommended.
- 4. Spirits Test Market Results for Week Ending 07/06/2025
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:
#062487 Santa Teresa Coffee Cask Rum 750mL/6 - \$49.99 (Southern Glazer's Wine and Spirits)
- 5. Test Market Requests – July 2025:
 - a) Martignetti Companies of NNE – Bushmills Single Malt 12 YR
Approved the recommended request from Martignetti Companies of NNE to offer #007737 Bushmills Single Malt 12 YR 750mL/6 for Test Market Listing as recommended.
 - b) Martignetti Companies of NNE – Stranahan's Blue Peak Single Malt
Approved the recommended request from Martignetti Companies of NNE to offer #007125 Stranahan's Blue Peak Single Malt 750mL/6 for Test Market Listing as recommended.
 - c) Pine State Beverage – Jura Bourbon Cask Single Malt Scotch Whisky
Approved the recommended request from Pine State Beverage to offer #063574 Jura Bourbon Cask Single Malt Scotch 750mL/6 for Test Market Listing as recommended.
 - d) Pine State Beverage – Lyvely Espresso Martini
Approved the recommended request from Pine State Beverage to offer #064137 Lyvely Espresso Martini 200mL/4pk for Test Market Listing as recommended.
 - e) Pine State Beverage – Tamnavulin Red Wine Cask Single Malt Scotch
Approved the recommended request from Pine State Beverage to offer #063573 Tamnavulin Red Wine Cask Single Malt Scotch 750mL/6 for Test Market Listing as recommended.
 - f) RNDC New Hampshire – Bumbu Crème
Approved the not recommended request from RNDC New Hampshire to offer #006966 Bumbu Crème 750mL/6 for Test Market Listing as recommended.
 - g) Ruby Wines New Hampshire – Cape Horn Anejo Tequila
Approved the recommended request from Ruby Wines New Hampshire to offer #064122 Cape Horn Anejo Tequila 700mL/6 for Test Market Listing as recommended.
 - h) Ruby Wines New Hampshire – The Barker Company Espresso Martini

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Approved the recommended request from Ruby Wines New Hampshire to offer #064120 The Barker Company Espresso Martini 700mL/6 for Test Market Listing as recommended.

- i) Southern Glazer's Wine and Spirits – Glenmorangie 12yr Original
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #064183 Glenmorangie 12yr Original 750mL/6 for Test Market Listing as recommended.
 - j) Southern Glazer's Wine and Spirits – Nikka from the Barrel
Approved the not recommended request from Southern Glazer's Wine and Spirits to offer #003715 Nikka from the Barrel 750mL/6 for Test Market Listing as recommended.
6. 2025 Winter Spirits Seasonal & VAP Offers
Approved the recommended and not recommended 2025 Winter Spirits Seasonal & VAP Offers 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 10:46 a.m. the meeting was adjourned.

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