

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of July 17, 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 July 10, 2025.

Chairman Mollica made a motion to accept the minutes from the July 10, 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 101,120 inbound cases and 107,559 outbound cases. Inventory reached 881,461 cases. For comparison, at this time last year, there were 118,221 inbound cases, 96,548 outbound cases, and inventory was 849,036 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently. DHL is well-staffed and prepared to handle higher volumes.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported on the Administrative Notices.

Director Roy thanked our DHL partners for participating in the broken meeting held this week at the RNDC offices in Concord. The meeting was well attended and very informative.

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 we will be modifying the layout and merchandising at our Rochester location. We apologize to our customers for any inconvenience. All

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products will remain available during this time. We look forward to the improvements that will enhance the customer shopping experience. Mr. Richards also reported that there is no product at outlet #33 in Manchester and the outlet remains closed. Shelving has been removed. Computers are being removed tomorrow, as well. There are still a few items remaining. Mr. Richards will provide updates accordingly.

3) Merchandising Report

A) Wine

1. Additional Special Allowance Offers – August 2025 – Wine – Southern Glazer’s Wine and Spirits
Approved the recommended Additional Special Allowance Offers – August 2025 – Wine from Southern Glazer’s Wine and Spirits as recommended.
2. REVISED Special Allowance Offers – August 2025 – Wine:
Approved the recommended REVISED Special Allowance Offers – Wine - August 2025 from multiple brokers as recommended below:
 - a) Martignetti Companies of NNE as recommended.
 - b) Pine State Beverage as recommended.
3. ADDITIONAL Special Allowance Offers – September 2025 – Wine – Martignetti Companies of NNE
Approved the recommended ADDITIONAL Special Allowance Offers – September 2025 – Wine from Martignetti Companies of NNE as recommended.
4. One Time Buy Request – Holiday Items – Bay State Wine and Spirits
Approved the recommended and not recommended One Time Buy Request from Bay State Wine and Spirits to purchase the following as recommended below:
40 cases of #015060 Buon Italian Christmas Asti 750mL/12pk as recommended.
20 cases of #015055 Buon Italian Christmas White 750mL/12pk as recommended.
40 cases of #015749 Buon Natale Italian Christmas Red 750mL/12pk as recommended.
Not Recommended TBD Weihnachts Wein Riesling Spatlese 500 mL/15pk
Not Recommended TBD Weihnachts Wein Dornfelder Sweet Red 500mL/15pk
5. One Time Purchase for our Power Buy Program – Misc Brokers
Approved the recommended One Time Purchase for our Power Buy Program from Miscellaneous Brokers as recommended.
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/17/2025
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/17/2025 as recommended.
7. Request for Wine Specialty Status – Misc Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from Miscellaneous Brokers as recommended.
8. REVISED Wine Endless Summer Sale – August & September 2025
Approved the REVISED Wine Endless Summer Sale – August & September 2025 as recommended.
9. Roll Out Results for May – June 2025 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for May – June 2025 – EXPAND DISTRIBUTION as recommended.

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10. Roll Out Results – May 2025 – June 2025 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – May 2025 – June 2025 – REMOVE FROM RETAIL as recommended.
11. Test Market Results for March – June 2025 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for March – June 2025 – EXPAND DISTRIBUTION as recommended.
12. Test Results – March – June 2025 – REMOVE FROM RETAIL
Approved the recommended Test Results – March – June 2025 – REMOVE FROM RETAIL as recommended.

For Information Only

13. Status of 2025 Roll Out Items
14. Status of 2025 Test Items

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. In-Store Bottle Signing and Tasting with SGWS and WWE Celebrity Personality – August 2025
Approved the recommended In-Store Bottle Signing and Tasting with SGWS and WWE Celebrity Personality – August 2025 as recommended.
2. In-Store Tasting – RNDC – Wines from Trivento, Maipo – August 2025
Approved the recommended In-Store Tasting – RNDC – Wines from Trivento, Maipo – August 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 from miscellaneous brokers as recommended.
5. 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. New Spirits Top 200 Review for 12 Months Ending 06/30/2025
Approved the recommended New Spirits Top 200 Review for 12 Months Ending 06/30/2025 as recommended.
2. July 2025 Flash Sale – Spirits
Approved the July 2025 Flash Sale – Spirits as recommended.

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3. Additional Special Allowance Offers – August 2025 – Spirits – Martignetti Companies of NNE
Approved the recommended Additional Special Allowance Offers – August 2025 – Spirits from Martignetti Companies of NNE as recommended.
4. Limited Time Offer Requests – July & September 2025:
 - a) Martignetti Companies of NNE – Redemption Bourbon Cognac Cask
Approved the recommended request from Martignetti Companies of NNE to purchase 15 cases of #007694 Redemption Bourbon Cognac Cask 750mL/6 as a Limited Time Offer Request as recommended.
 - b) Pumpkin Blossom Farm – Lavender Fields at Pumpkin Blossom Farm
Approved the recommended request from Pumpkin Blossom Farm LLC to purchase 72 cases of #100001 Lavender Fields at Pumpkin Blossom Farm 375mL/12 as a Limited Time Offer Request as recommended.
 - c) RNDC New Hampshire – Peerless Double Oak Kentucky Straight Rye Whiskey and Peerless High Rye Kentucky Straight Bourbon Whiskey
Approved the recommended request from RNDC New Hampshire to purchase 11 cases of #063262 Peerless Double Oak Kentucky Straight Rye Whiskey 750mL/6 and 6 cases of #063264 Peerless High Rye Kentucky Straight Bourbon Whiskey 750mL/6 as a Limited Time Offer Request as recommended.
 - d) Southern Glazer’s Wine and Spirits – Angel’s Envy Bourbon Bottled in Bond
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase 80 cases of #064251 Angel’s Envy Bourbon Bottled in Bond 750mL/6 as a Limited Time Offer Request as recommended.
 - e) Southern Glazer’s Wine and Spirits – Crown Royal Chocolate
Approved the recommended request from Southern Glazer’s Wine and Spirits to purchase continuous cases of #064218 Crown Royal Chocolate 750mL/12 as a Limited Time Offer Request as recommended.
5. Line Extension Request – July 2025 – Tarantula Azul 1.75L – McCormick Distilling Co – RNDC New Hampshire
Approved the recommended request from RNDC New Hampshire on behalf of McCormick Distilling Company to offer #064248 Tarantula Azul 1.75L/6 as a Line Extension Request as recommended.
6. One Time Buy Requests – July 2025 – Kinky Grape Liqueur and Kinky Orange Cream Liqueur – Pine State Beverage
Approved the recommended request from Pine State Beverage to purchase 100 cases of #100022 Kinky Grape 50mL/120 and not recommended TBD# Kinky Orange Cream Liqueur 50mL/120 as a One Time Buy Request as recommended.
7. Purchase Order Request – Multiple Brokers
Approved the recommended Purchase Order Request for Multiple Brokers as recommended.
8. Purchase Order Request – Pine State Beverage
Approved the recommended Purchase Order Request for Pine State Beverage as recommended.
9. Spirits Test Market Results for Week Ending 07/13/2025
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

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Specialty:

None at this time

Limited:

None at this time

Delist:

#062479 XO French Oak Bourbon 750mL/6 – \$54.99 (Pine State Beverage)

10. Sweepstakes Request – Lunazul Tequila “Your Game, Your Way” Sweepstakes

Approved the recommended Sweepstakes Request – Lunazul Tequila “Your Game, Your Way” Sweepstakes as recommended.

11. Test Market Requests – July 2025:

a) Martignetti Companies of NNE – Boodles British Gin

Approved the recommended request from Martignetti companies of NNE on behalf of Proximo Spirits, Inc. to offer #008310 Boodles British Gin 750mL/12 for Test Market Listing as recommended.

b) Martignetti Companies of NNE – Gibson’s Finest 12Yr Canadian Whisky

Approved the recommended request from Martignetti Companies of NNE on behalf of William Grant & Sons, Inc. to offer #064041 Gibson’s Finest 12Yr Canadian Whisky 750mL/12 for Test Market Listing as recommended.

c) RNDC New Hampshire – Bully Boy Bottled in Bond Bourbon Whiskey

Approved the recommended request from RNDC New Hampshire on behalf of Bully Boy Distilleries, LLC. To offer #064247 Bully Boy Bottled in Bond Bourbon Whiskey 750mL/6 for Test Market Listing as recommended.

d) Southern Glazer’s Wine and Spirits – Bulleit Whiskey Sour Cocktail

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo North America, Inc. to offer #064252 Bulleit Whiskey Sour Cocktail 750mL/12 for Test Market Listing as recommended.

e) Southern Glazer’s Wine and Spirits – Ketel One Lemon Drop Martini

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo North America, Inc. to offer #064219 Ketel One Lemon Drop Martini 375mL/12 for Test Market Listing as recommended.

f) Stone Fence Beverage – Von Payne Black Whiskey

Approved the recommended request from Stone Fence Beverage to offer #064256 Von Payne Black 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.

V) ENFORCEMENT AND LICENSING REPORT

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

VI) LATE ITEMS

No Late Items

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VII) PUBLIC COMMENT

No Public Comments

At 10:49 a.m. the meeting was adjourned.

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