

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of July 24, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Lieutenant Matthew Culver, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD July 17, 2025.

Chairman Mollica accepted the minutes from the July 17, 2025 Commission Meeting.

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 95,750 inbound cases and 103,075 outbound cases. Inventory reached 872,626 cases. For comparison, at this time last year, there were 93,666 inbound cases, 101,859 outbound cases, and inventory was 861,278 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 also reported that DHL remains well-staffed. They continue to add one or two new employees a week to keep their headcount up and ensure they can handle whatever the Liquor Commission needs.

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 we have ceased operations at outlet #33 in Manchester. Our other outlets in the area have taken steps to meet the needs of those customers.

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3) Merchandising Report

A) Wine

1. Allocated Wine Reduction Closeout Items:
Approved the Allocated Wine Reduction Closeout Items from the following brokers:
 - a) Pine State Beverage as recommended.
 - b) RNDC New Hampshire as recommended.
 - c) Vinilandia as recommended.
 - d) MS Walker as recommended.
2. Enter-To-Win Concerts for a Year: June – December 2025 – Ch Ste Michelle – Southern Glazer’s Wine and Spirits
Approved the recommended Enter-To-Win Concerts for a Year: June – December 2025 – Ch Ste Michelle from Southern Glazer’s Wine and Spirits as recommended.
3. October 2025 Monthly Promotional Sale
Approved the recommended October 2025 Monthly Promotional Sale as recommended.
4. One Time Purchase for our Power Buy Program – Martignetti – Serge Dore Selections
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from Martignetti Companies of NNE.
5. Purchase Order Request – Moonlight Meadery
Approved the recommended Purchase Order Request from Moonlight Meadery as recommended.
6. Roll Out Requests – Multiple Brokers – October 2025
Approved the recommended and not recommended Roll Out Requests from Multiple Brokers – October 2025 as recommended.
7. REVISED – Vendor Request Closeout Pricing with Additional Purchase – Uncorked, LLC
Approved the recommended REVISED – Vendor Request Closeout Pricing with Additional Purchase – Uncorked, LLC as recommended.
8. REVISED NH Off-Premise Special Discount – Price Busters September & October 2025
Approved the recommended and not recommended REVISED NH Off-Premise Special Discount – Price Busters September & October 2025 from miscellaneous brokers as recommended.

After review of the Wine items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

1. August 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended August 2025 NH Liquor and Wine Outlet In-Store Events from Ruby Wines New Hampshire as recommended.
2. September 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended September 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

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C) Spirits

1. June 2025 Bi-Annual 50mL Spirits Item Review
Approved the recommended June 2025 Bi-Annual 50mL Spirits Item Review as recommended.
2. June 2025 Bi-Annual Spirits Accessories Review
Approved the recommended June 2025 Bi-Annual Spirits Accessories Review as recommended.
3. June 2025 Bi-Annual Spirits Item Review
Approved the recommended June 2025 Bi-Annual Spirits Item Review as recommended.
4. E-Coupon Offers – September 2025 – Spirits
Approved the recommended E-Coupon Offers – September 2025 – Spirits as recommended.
5. Limited Time Offer Requests – July 2025:
 - a) RNDC New Hampshire – Lux Row Small Batch PX Sherry Finish
Approved the recommended request from RNDC New Hampshire on behalf of Luxco, Inc. to purchase 25 cases of #100095 Lux Row Small Batch PX Sherry Finish 750mL/6pk as a Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – Penelope Cigar Series Chapter 01
Approved the recommended request from RNDC New Hampshire on behalf of Luxco, Inc. to purchase 50 cases of #100096 Penelope Cigar Series Chapter 01 750mL/6pk as a Limited Time Offer Request as recommended.
 - c) Southern Glazer's Wine and Spirits – Deep Eddy National Tailgate Pack
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 126 cases of #100166 Deep Eddy National Tailgate Pack 50mL/10/12 as a Limited Time Offer Request as recommended.
 - d) Southern Glazer's Wine and Spirits – Evan Williams Single Barrel
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 20 cases of #100164 Evan Williams Single Barrel 750mL/6 as a Limited Time Offer Request as recommended.
 - e) Southern Glazer's Wine and Spirits – Laphroaig Elements 3.0
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Bean Brands, Co. to purchase 26 cases of #100176 Laphroaig Elements 3.0 700mL/6pk as a Limited Time Offer Request as recommended.
 - f) Southern Glazer's Wine and Spirits – Myer's Signature Cask Collection – Eagle Rare 17yr, Myer's Signature Cask Collection – George T Stagg Barrel, Myer's Signature Cask Collection – Sazerac Rye 18yr Barrel, Myer's Signature Cask Collection – Thomas H Handy Barrel, and Myer's Signature Cask Collection – Weller Barrel
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Company to purchase below as a Limited Time Offer Request as recommended below:
40 cases of #100159 Myer's Signature Cask Collection – Eagle Rare 17yr 750mL/6pk
40 cases of #100160 Myer's Signature Cask Collection – George T Stagg Barrel 750mL/6pk
40 cases of #100161 Myer's Signature Cask Collection – Sazerac Rye 18yr Barrel 750mL/6pk
40 cases of #100162 Myer's Signature Cask Collection – Thomas H Handy Barrel 750mL/6pk
40 cases of #100163 Myer's Signature Cask Collection – Weller Barrel 750mL/6pk

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- g) Southern Glazer's Wine and Spirits – Tequila Ocho Extra Anejo and Tequila Ocho Barrel Proof Reposado
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 2 cases of #100174 Tequila Ocho Extra Anejo 750mL/6 and 27 cases of #100175 Tequila Ocho Barrel Proof Reposado 750mL/6 as a Limited Time Offer Request as recommended.
- h) Southern Glazer's Wine and Spirits – Toki Black
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Bean Brands Co. to purchase 71 cases of #100167 Toki Black 750mL/6 as a Limited Time Offer Request as recommended.
- 6. Line Extension Request – July 2025 - Southern Glazer's Wine and Spirits – Grey Goose L'Orange Vodka 1.75L, Grey Goose La Poire Vodka 1.75L, and Grey Goose Le Citron Vodka 1.75L
Approved the recommended Line Extension Request from Southern Glazer's Wine and Spirits on behalf of Bacardi USA, Inc. for #003185 Grey Goose L'Orange Vodka 1.75L and #003199 Grey Goose La Poire Vodka 1.75L and #003778 Grey Goose Le Citron Vodka 1.75L as a Line Extension Request as recommended.
- 7. Multi-Bottle Offers – September 2025 – Spirits
Approved the recommended Multi-Bottle Offers – September 2025 – Spirits for miscellaneous brokers as recommended.
- 8. One Time Buy Requests – July 2025:
 - a) Ruby Wines New Hampshire – BHAKTA 1928 Private Select Lamprey Collection, BHAKTA 1928 Private Select Grandpa Collection, and BHAKTA 1928 Richter Collection 25th Edition
Approved the recommended request from Ruby Wines New Hampshire to purchase the following as a One Time Buy Request as recommended:
12 cases of #064145 BHAKTA 1928 Private Select Lamprey Collection 750mL/6
12 cases of #064146 BHAKTA 1928 Private Select Grandpa Collection 750mL/6
12 cases of #064147 BHAKTA 1928 Richter Collection 25th Edition 750mL/6
 - b) Southern Glazer's Wine and Spirits – Angel's Envy True Companion Barrel #241511, Angel's Envy Creamy & Dreamy Barrel #250030, Angel's Envy Chocolate Dipped Cherry Barrel #250055, Angel's Envy Evenflow Barrel #250109, Angel's Envy Hits the Marks Barrel #241413, and Angel's Envy Toasted & Roasted Barrel #241248
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Bacardi USA, Inc. to purchase the following as a One Time Buy Request as recommended:
46 cases of #064234 Angel's Envy True Companion Barrel #241511 750mL/6
46 cases of #064235 Angel's Envy Creamy & Dreamy Barrel #250030 750mL/6
46 cases of #064236 Angel's Envy Chocolate Dipped Cherry Barrel #250055 750mL/6
46 cases of #064237 Angel's Envy Evenflow Barrel #250109 750mL/6
46 cases of #064238 Angel's Envy Hits the Marks Barrel #241413 750mL/6
46 cases of #064239 Angel's Envy Toasted & Roasted Barrel #241248 750mL/6
 - c) Southern Glazer's Wine and Spirits – Knob Creek Flight Center Barrel
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. to purchase 28 cases of #007417 Knob Creek Flight Center Barrel 750mL/6 as a One Time Buy Request as recommended.

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- d) Stone Fence Beverage – Amrut Indian Single Malt Cask Strength
Approved the recommended request from Stone Fence Beverage to purchase 20 cases of #100021 Amrut Indian Single Malt Cask Strength 750mL/6 as a One Time Buy Request as recommended.
- e) Stone Fence Beverage – NEBCo Toasted French Oak Project #1
Approved the recommended request from Stone Fence Beverage to purchase 60 cases of #100020 NEBCo Toasted French Oak Project #1 750mL/12 as a One Time Buy Request as recommended.
- 9. Spirits Test Market Results for Week Ending 07/20/2025
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:
#002223 Old Forester Statesman Bourbon 750mL/6 – \$55.99 (RNDC New Hampshire)
#062660 Jim Beam Pineapple 750mL/12 – \$20.99 (Southern Glazer’s Wine and Spirits)
#063136 Casa Azul Organic Tequila Blanco 750mL/6 – \$59.99 (RNDC New Hampshire)
Specialty:
None at this time
Limited:
None at this time
Delist:
None at this time
- 10. Sweepstakes Request – Elysian Field Lavender Gin “Summer Getaway” Sweepstakes
Approved the recommended Sweepstakes Request – Elysian Field Lavender Gin “Summer Getaway” Sweepstakes as recommended.
- 11. Test Market Request – July 2025:
 - a) RNDC New Hampshire – Casa Azul Reposado
Approved the recommended request from RNDC New Hampshire on behalf of Park Street Imports, LLC to offer #100186 Casa Azul Reposado 750mL/6 for Test Market Listing as recommended.
 - b) RNDC New Hampshire – Uncle Charlie’s French Toast Whiskey
Approved the recommended request from RNDC New Hampshire to offer #100097 Uncle Charlie’s French Toast Whiskey 750mL/12 for Test Market Listing as recommended.
 - c) Southern Glazer’s Wine and Spirits – Dirty Shirley Extra Dirty
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Park Street Imports LLC. To offer #100179 Dirty Shirley Extra Dirty 355mL/4/6 for Test Market Listing as recommended.
 - d) Southern Glazer’s Wine and Spirits – Gran Gala VS Cognac
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co., Inc. to offer #100184 Gran Gala VS Cognac 750mL/12 for Test Market Listing as recommended.
 - e) Southern Glazer’s Wine and Spirits – Hochstadter’s Slow & Low Coffee Old Fashioned
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of MHW Ltd. to offer #100178 Hochstadter’s Slow & Low Coffee Old Fashioned 750mL/6 for Test Market Listing as recommended.
 - f) Southern Glazer’s Wine and Spirits – Old Fitzgerald 7 yr BIB

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Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to offer #100157 Old Fitzgerald 7 yr BIB 700mL/6 for Test Market Listing as recommended.

g) MS Walker – Planteray Cut & Dry Coconut Rum

Approved the recommended request from MS Walker to offer #060116 Planteray Cut & Dry Coconut Rum 700mL/6 for Test Market Listing as recommended.

12. 2025 Winter Spirits Seasonal & VAP Offers – Additional

Approved the recommended 2025 Winter Spirits Seasonal & VAP Offers – Additional as recommended.

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

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 10:48 a.m. the meeting was adjourned.

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