

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 7, 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; Mike Derderian, Spirits Marketing Specialist; Deputy Chief Danielle Ellston, Enforcement; Patrick Kerns, DHL; Eric Eldred, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; Director Mark Armaganian, Enforcement and Wine Marketing Specialist Justin Gunter.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD JULY 31, 2025.

Chairman Mollica accepted the minutes from the July 31, 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. Eldred reported 96,469 inbound cases and 97,229 outbound cases. Inventory reached 868,736 cases. For comparison, at this time last year, there were 86,066 inbound cases, 113,561 outbound cases, and inventory was 822,410 cases. 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 they have completed the layout change for the Rochester Outlet. This new layout has made it easier for customers to shop and find the products they want easily. Mr. Richards wanted to especially thank our broker partners who provided invaluable assistance during the week making this move. Mr. Richards also said the store looks awesome with this new layout.

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3) Merchandising Report

A) Wine

1. New Top 1200 Wines Ending 6/30/2025
Approved the recommended New Top 1200 Wines Ending 6/30/2025 as recommended.
2. New Top 1200 Gross Profit Requirements for Week Starting 7/1/2025
Approved the recommended New Top 1200 Gross Profit Requirements for Week Starting 7/1/2025 as recommended.
3. Additional Wine Multi Bottle Promotion – September 2025
Approved the recommended Additional Wine Multi Bottle Promotion – September 2025 as recommended.
4. September 2025 Monthly Promotional Flash Sale
Approved the recommended September 2025 Monthly Promotional Flash Sale as recommended.
5. 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 as recommended.
6. OFF-Premise Special Discount – Exclusive Grocery Price Busters October 2025
Approved the recommended and not recommended OFF-Premise Special Discount – Exclusive Grocery Price Busters October 2025 as recommended.
7. Purchase Order Request – Moonlight Meadery
Approved the recommended Purchase Order Request – Moonlight Meadery as recommended.
8. Allocated Wine Reduction Closeout Items:
Approved the recommended Allocated Wine Reduction Closeout Items from the brokers below:
 - a) Bay State Wine & Spirits as recommended
 - b) Belluno, LLC as recommended
 - c) Uncorked, LLC as recommended
9. One Time Buy Request – Holiday Items – Stone Fence Beverage
Approved the **not recommended** request from Stone Fence Beverage to purchase the following as a One Time Buy Request – Holiday Items as recommended:
#060990 Witches Brew Apple Spice White 750mL/12
#060991 Witches Brew Pumpkin Spice White 750mL/12
#060989 Witches Brew Spiced Red Blend 750mL/12
10. 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 as recommended.
11. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 8/7/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores – 8/7/2025 from miscellaneous brokers as recommended.
12. REVISED September 2025 Special Allowance Offers – Wine:
Approved the recommended REVISED Special Allowance Offers – Wine – September 2025 from multiple brokers as recommended below:
 - a) Martignetti Companies of NNE as recommended
 - b) MS Walker as recommended

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- c) Pine State Beverage as recommended
- d) RNDC New Hampshire as recommended
- 13. October 2025 Special Allowance Offers – Wine:
Approved the recommended Special Allowance Offers – Wine – October 2025 from multiple brokers as recommended below:
 - a) Martignetti Companies of NNE as recommended
 - b) MS Walker as recommended
 - c) Pine State Beverage as recommended
 - d) RNDC New Hampshire as recommended
 - e) Ruby Wines of New Hampshire as recommended
 - f) Southern Glazer's Wine and Spirits as recommended
 - g) Vinilandia as recommended

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

B) Tasting Events

- 1. 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.
- 2. September 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended September 2025 NH Liquor & Wine Outlet In-Store Events as recommended.

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

C) Spirits

- 1. Limited Time Offer Requests – August 2025:
 - a) Martignetti Companies of NNE – Bomberger's Declaration Bourbon
Approved the recommended request from Martignetti Companies of NNE to purchase 140 cases of #005853 Bomberger's Declaration Bourbon 750mL/3 as a Limited Time Offer Request as recommended.
 - b) Martignetti Companies of NNE – Michter's 10yr Single Barrel Rye Whiskey and Michter's 10yr Bourbon
Approved the recommended request from Martignetti Companies of NNE to purchase 35 cases of #001478 Michter's 10yr Single Barrel Rye Whiskey 750mL/3 and 28 cases of #002326 Michter's 10yr Bourbon 750mL/3 as a Limited Time Offer Request as recommended.
 - c) Martignetti Companies of NNE – Shenk's Sour Mash Whiskey
Approved the recommended request from Martignetti Companies of NNE to purchase 105 cases of #003557 Shenk's Sour Mash Whiskey 750mL/3 as a Limited Time Offer Request as recommended.
- 2. Line Extension Request – July 2025 – Southern Glazer's Wine and Spirits – Ketel One Cosmopolitan 750mL

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- Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America, Inc. for #100216 Ketel One Cosmopolitan 750mL/12 as a Line Extension Request as recommended.
3. Line Extension Request August 2025 – Martignetti Companies of NNE – Kapali Coffee 750mL
Approved the **not recommended** request from Martignetti Companies of NNE on behalf of Sazerac Co., Inc. for #004938 Kapali Coffee 750mL/12 as a Line Extension Request as recommended.
 4. Purchase Order Request – Multiple Brokers
Approved the recommended Purchase Order Request from Multiple Brokers as recommended.
 5. One Time Buy Request – July 2025 – Southern Glazer's Wine and Spirits – The Glenlivet 12yr Jamaica Edition
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricards USA to purchase 120 cases of #100206 The Glenlivet 12yr Jamaica Edition 750mL/6 as a One Time Buy Request as recommended.
 6. One Time Buy Request – August 2025:
 - a) MS Walker – Chopin Family Reserve Vodka
Approved the recommended request from MS Walker on behalf of MHW Ltd. to purchase 15 cases of #002486 Chopin Family Reserve Vodka 750mL/6 as a One Time Buy Request as recommended.
 - b) Southern Glazer's Wine and Spirits – Ardbeg Heavy Vapours Committee Release
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Moët Hennessey USA Inc to purchase 11 cases of #004603 750mL/6 as a One Time Buy Request as recommended.
 7. Special Allowance Offers – October 2025:
 - a) Pine State Trading
Approved the recommended Special Allowance Offers – October 2025 Spirits from Pine State Trading as recommended.
 - b) Stone Fence Beverage
Approved the recommended Special Allowance Offers – October 2025 Spirits from Stone Fence Beverage as recommended.
 8. August 2025 Appeal Request for Finlandia Vodka 1.75 return to Specialty status – RNDC New Hampshire
Approved the recommended August 2025 Appeal Request for #003614 Finlandia Vodka 1.75/6 return to Specialty status – RNDC New Hampshire as recommended.
 9. Spirits Test Market Results for Week Ending 8/3/2025
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:
#062697 Old Parr 12yr 750mL/12 – \$39.99 (Southern Glazer's Wine and Spirits)
#063168 Cutwater Lemon Drop Martini 355mL/4/6 – \$14.99 (Southern Glazer's Wine and Spirits)
Specialty:
#062648 Sauza Blue Blanco Tequila 1L/12 – \$22.99 (Southern Glazer's Wine and Spirits)
Limited:
None at this time

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Delist:

#000737 Wild Turkey 101 1L/12 – \$29.99 (Southern Glazer’s Wine and Spirits)

10. Test Market Requests – July 2025:

- a) Martignetti Companies of NNE – Beatbox Blue Razzberry
Approved the **not recommended** request from Martignetti Companies of NNE to offer #063377 Beatbox Blue Razzberry 500mL/12 for Test Market Listing as recommended.
- b) Southern Glazer’s Wine and Spirits – El Mexicano Tequila Blanco
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #100177 El Mexicano Tequila Blanco 750mL/6 for Test Market Listing as recommended.

11. Test Market Requests – August 2025:

- a) RNDC New Hampshire – Maraska Maraschino Cocktail Cherries
Approved the **not recommended** request from RNDC New Hampshire on behalf of Worldwide Libations to offer #TBD Maraska Maraschino Cocktail Cherries 417mL/12 for Test Market Listing as recommended.
- b) Southern Glazer’s Wine and Spirits – Fireball Cinnamon Whisky Window Box
Approved the **not recommended** request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co. Inc. to offer #TBD Fireball Cinnamon Whisky Window Box 50mL/20/6 for Test Market Listing 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 10:50 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Janet M. Donnelly, Paralegal II

Office of the Commissioners