

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 14, 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; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 7, 2025.

Chairman Mollica accepted the minutes from the August 7, 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 99,444 inbound cases and 94,794 outbound cases. Inventory reached 872,652 cases. For comparison, at this time last year, there were 120,617 inbound cases, 114,712 outbound cases, and inventory was 822,906 cases. Everything was picked and ready to ship on time in the warehouse, and 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 the Splash Sale is going well in our outlets and customers seem pleased.

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3) Merchandising Report

A) Wine

1. ADDITIONAL September 2025 Special Allowance Offer – Wine – Ruby Wines New Hampshire
Approved the recommended ADDITIONAL September 2025 Special Allowance Offer – Wine – Ruby Wines New Hampshire as recommended.
2. CORRECTION September 2025 Special Allowance Offer – Wine – RNDC New Hampshire
Approved the recommended CORRECTION September 2025 Special Allowance Offer – Wine – RNDC New Hampshire as recommended.
3. REVISED September 2025 Special Allowance Offer – Wine – Southern Glazer's Wine and Spirits
Approved the recommended REVISED September 2025 Special Allowance Offer – Wine – Southern Glazer's Wine and Spirits as recommended.
4. Additional Size Requests:
Approved the recommended Additional Size Requests from the following multiple brokers:
 - a) Pine State Beverage – Bread & Butter Cabernet Sauvignon as recommended.
 - b) Pine State Beverage - Bread & Butter Chardonnay as recommended.
 - c) Southern Glazer's Wine & Spirits – JaM Butter Chardonnay as recommended.
5. NH Food Bank Holiday Donation Program - November – December 2025 – Pine State Beverage
Approved the recommended NH Food Bank Holiday Donation Program - November – December 2025 – Pine State Beverage as recommended.
6. ADDITIONAL Special Allowance Offers – October 2025 – Wine:
Approved the recommended Special Allowance Offers – Wine – October 2025 from multiple brokers as recommended below:
 - a) Martignetti Companies of NNE as recommended.
 - b) Southern Glazer's Wine and Spirits as recommended.
 - c) MS Walker as recommended.
7. REVISED Email Coupons – September 2025
Approved the recommended and not recommended REVISED Email Coupons – September 2025 as recommended.
8. Roll Out Results – June 2025 – July 2025 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – June 2025 – July 2025 – REMOVE FROM RETAIL as recommended.
9. Roll Out Results for June 2025 – July 2025 – APPROVED DISTRIBUTION
Approved the recommended Roll Out Results for June 2025 – July 2025 – APPROVED DISTRIBUTION as recommended.
10. Sweepstakes:
 - a) Southern Glazer's Wine and Spirits – Enter-To-Win a Trip for Two
Approved the recommended Sweepstakes from Southern Glazer's Wine and Spirits – Enter-To-Win a Trip for Two as recommended.
 - b) MS Walker – Enter-To-Win a Trip to Easter Island
Approved the recommended Sweepstakes from MS Walker – Enter-To-Win a Trip to Easter Island as recommended.
11. Test Results – April 2025 – July 2025 – REMOVE FROM RETAIL
Approved the recommended Test Results – April 2025 – July 2025 – REMOVE FROM RETAIL as recommended.

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12. Test Market Results for April 2025 – July 2025 – EXPAND DISTRIBUTION

Approved the recommended Test Market Results for April 2025 – July 2025 – EXPAND DISTRIBUTION 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. NHLC and Bord Bia Present – Experience the Spirit of Ireland: Casks and Cocktails – Halfway to St. Patrick’s Day & Off-Site Store

Approved the recommended NHLC and Bord Bia Present – Experience the Spirit of Ireland: Casks and Cocktails – Halfway to St. Patrick’s Day & Off-Site Store as recommended.

2. NHLC and Distiller’s Week Presents: Worldwide Spirit Sabbatical & Off-Site Store – November 2025.

Approved the recommended NHLC and Distiller’s Week Presents: Worldwide Spirit Sabbatical & Off-Site Store – November 2025 as recommended.

3. August 2025 NH Liquor & Wine Outlet In-Store Events

Approved the recommended August 2025 NH Liquor & Wine Outlet In-Store Events as recommended.

4. 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.

5. October 2025 NH Liquor & Wine Outlet In-Store Events

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

6. November 2025 NH Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended November 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. Appeal Requests – August 2025:

a) Southern Glazer’s Wine and Spirits – Hard Truth Toasted Coconut Rum

Approved the not recommended Appeal Request from Southern Glazer’s Wine and Spirits – Hard Truth Toasted Coconut Rum as recommended.

b) Southern Glazer’s Wine and Spirits – Hudson Cocktail Basil Crush

Approved the not recommended Appeal Request from Southern Glazer’s Wine and Spirits – Hudson Cocktail Basil Crush as recommended.

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- c) Southern Glazer's Wine and Spirits – Puncher's Chance Kentucky Bourbon
Approved the not recommended Appeal Request from Southern Glazer's Wine and Spirits – Puncher's Chance Kentucky Bourbon as recommended.
- 2. Limited Time Offer Requests – August 2025:
 - a) Martignetti Companies of NNE – Jose Cuervo La Familia Anejo Reserve
Approved the recommended request from Martignetti Companies of NNE to purchase 18 cases of #003792 Jose Cuervo La Familia Anejo Reserve 750mL/3 as a Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – Penelope Tokaji Cask Rye
Approved the recommended request from RNDC New Hampshire to purchase 25 cases of #008633 Penelope Tokaji Cask Rye 750mL/6 as a Limited Time Offer Request as recommended.
- 3. Line Extension Request – August 2025 – Martignetti Companies of NNE – Paddy's Irish Whiskey 1.75L
Approved the recommended request from Martignetti Companies of NNE on behalf of Sazerac Co., Inc. to offer #005663 Paddy's Irish Whiskey 1.75L/6 as a Line Extension Request as recommended.
- 4. One Time Buy Request – August 2025 – RNDC New Hampshire – Rebel Butter Pecan
Approved the not recommended request from RNDC New Hampshire on behalf of Sazerac Co., Inc. to purchase 30 cases of TBD# Rebel Butter Pecan 750mL/6 as a One Time Buy Request as recommended.
- 5. Purchase Order Requests:
 - a) Cathedral Ledge
Approved the recommended Purchase Order Request from Cathedral Ledge as recommended.
 - b) Multiple Brokers
Approved the recommended Purchase Order Request from Multiple Brokers as recommended.
 - c) NHLG Gift Bags/True Fabrications
Approved the recommended Purchase Order Request from True Fabrications as recommended.
- 6. Special Allowance Offers – November 2025 – Spirits:
 - a) Martignetti Companies of NNE
Approved the recommended Special Allowance Offers – November 2025 – Spirits from Martignetti Companies of NNE as recommended.
 - b) Pine State Trading
Approved the recommended Special Allowance Offers – November 2025 – Spirits from Pine State Trading as recommended.
 - c) RNDC New Hampshire
Approved the recommended Special Allowance Offers – November 2025 – Spirits from RNDC New Hampshire as recommended.
 - d) Ruby Wines New Hampshire
Approved the recommended Special Allowance Offer – November 2025 – Spirits from Ruby Wines New Hampshire as recommended.

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- e) Southern Glazer's Wine and Spirits
Approved the recommended Special Allowance Offer – November 2025 – Spirits from Southern Glazer's Wine and Spirits as recommended.
 - f) Stone Fence Beverage
Approved the recommended Special Allowance Offer – November 2025 – Spirits from Stone Fence Beverage as recommended.
 - g) MS Walker
Approved the recommended Special Allowance Offer – November 2025 – Spirits from MS Walker as recommended.
7. Spirits June 2025 Bi-Annual Review Close Out Pricing
Approved the recommended Spirits June 2025 Bi-Annual Review Close Out Pricing as recommended.
8. Spirits Test Market Results for Week Ending 08/10/2025
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:**
#062902 Absolut Cocktails Espresso Martini 750mL/12 – \$18.99 (Southern Glazer's Wine and Spirits)
#063511 Goslings Ginger Beer 12oz/6/4 – \$5.99 (Southern Glazer's Wine and Spirits)
- Specialty:**
#062224 Molon Labe Maple Bourbon Whiskey 750mL/12 – \$49.99 (Stone Fence Beverage)
#062226 Molon Labe Wheated Bourbon Whiskey 750mL/12 – \$49.99 (Stone Fence Beverage)
#062541 Lucky Seven The Holiday Toast Bourbon Whiskey 750mL/6 – \$69.99 (Stone Fence Beverage)
- Limited:**
None at this time
- Delist:**
#062513 VTQuila Blanco Agave 750mL/6 – \$42.99 (Baystate Wine & Spirits)
9. Test Market Requests – August 2025:
- a) Pine State Beverage – New Amsterdam Pink Whitney Bucket
Approved the recommended request from Pine State Beverage on behalf of E&J Gallo Winery to offer #062628 New Amsterdam Pink Whitney Bucket 50mL/20/6 for Test Market Listing as recommended.
 - b) RNDC New Hampshire – Element R 1 Fusion Series Triple Distilled Irish Whiskey
Approved the not recommended request from RNDC New Hampshire on behalf of Worldwide Libations to offer #TBD Element R 1 Fusion Series Triple Distilled Irish Whiskey 700mL/6 for Test Market Listing as recommended.
 - c) RNDC New Hampshire – G4 Tequila Blanco
Approved the recommended request from RNDC New Hampshire to offer #003618 G4 Tequila Blanco 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.

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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

Chairman Mollica ended the meeting by congratulating Chief Armaganian on his nomination, by Governor Ayotte, at yesterday's meeting of the Executive Council.

At 10:50 a.m. the meeting was adjourned.

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