

# NEW HAMPSHIRE LIQUOR COMMISSION

## Minutes of August 21, 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; Director Mark Armaganian, Enforcement; Jon Holland, DHL.

Excused: James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist.

Public: No public in attendance

### I) PLEDGE OF ALLEGIANCE

### II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 14, 2025.

Deputy Commissioner Brassard Jordan accepted the minutes from the August 14, 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 88,728 inbound cases and 105,956 outbound cases. Inventory reached 858,524 cases. For comparison, at this time last year, there were 123,494 inbound cases, 114,740 outbound cases, and inventory was 833,621 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

Mark Roy, Director of Marketing, provided a Store Operations Update in the absence of Administrator Jim Richards. Director Roy reported a successful event at outlet 34 in Salem featuring Wheatley Vodka, Sazerac, Southern Glazer's Wine and Spirits and WWE superstar Drew McIntyre. There were approximately 500 people in attendance. Also, this week, WZID did a live broadcast at outlet 31 on

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Gold Street in Manchester. The Endless Summer and Splash Sales are still going on; both have been very successful.

### 3) Merchandising Report

#### A) Wine

1. Email Coupons – October 2025  
Approved the recommended Email Coupons – October 2025 as recommended.
2. 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.
3. One-Time Buy Request – Holiday Items – Pine State Beverage  
Approved the recommended request from Pine State Beverage to purchase 24 cases of #020662 Villa Jolanda Christmas Extra Dry 750mL/12 and the not recommended request to purchase 50 cases of #021923 Villa Jolanda Halloween 750mL/12 as a One-Time Buy Request – Holiday Items as recommended.
4. One-Time Buy Request – Summer Water Rose – Bay State Wine & Spirits  
Approved the recommended request from Bay State Wine & Spirits to purchase 130 cases of #028485 Summer Water Rose 750mL/12 as a One-Time Buy Request as recommended.
5. 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.
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 08/21/2025  
Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 08/21/2025 from miscellaneous brokers as recommended.
7. REVISED – Vender Request Closeout Pricing with Additional Purchase – Pine State Beverage  
Approved the recommended REVISED – Vender Request Closeout Pricing with Additional Purchase from Pine State Beverage as recommended.
8. Special Allowance Offers – September 2025 – Wine – Bay State Wine & Spirits  
Approved the recommended Special Allowance Offers – September 2025 – Wine from Bay State Wine & Spirits
9. Special Allowance Offers – October 2025 – Wine – Bay State Wine & Spirits  
Approved the recommended Special Allowance Offers – October 2025 – Wine from Bay State Wine & Spirits
10. Special Allowance Offers – November 2025 – Wine:  
Approved the recommended Special Allowance Offers – November 2025 – Wine from multiple brokers as recommended below:
  - a) Bay State Wine & Spirits as recommended
  - b) Martignetti Companies of NNE as recommended
  - c) RNDC New Hampshire as recommended
  - d) Ruby Wines New Hampshire as recommended
  - e) MS Walker as recommended
11. Wine Outlet Price Busters – October 2025  
Approved the recommended and not recommended Wine Outlet Price Busters – October 2025 from miscellaneous brokers as recommended.

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After review of the Wine items 1, 2 and 8-11 listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted. Deputy Commissioner Brassard Jordan accepted the recommendations for the Wine items 3-7 listed above as presented by Director Roy. Chairman Mollica needed to step out of the meeting for an urgent matter, as items 3-7 were being presented, hence the change in process.

### B) Tasting Events

1. In-Store Bottle Signing and Tasting with SGWS and Ty Law – September 2025  
Approved the recommended In-Store Bottle Signing and Tasting with SGWS and Ty Law – September 2025 as recommended.
2. In-Store Promotion SGWS – NASCAR Promotion – Onsite Car Appearance September 2025  
Approved the recommended In-Store Promotion SGWS – NASCAR Promotion – Onsite Car Appearance September 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 October 2025 NH Liquor & Wine Outlet In-Store Events as recommended.
6. November 2025 NH Liquor & Wine Outlet In-Store Events  
Approved the 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 Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

### C) Spirits

1. Additional September 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits  
Approved the recommended Additional September 2025 Special Allowance Offers – Spirits from Southern Glazer's Wine and Spirits as recommended.
2. Additional October 2025 Special Allowance Offers – Spirits - Southern Glazer's Wine and Spirits  
Approved the recommended Additional October 2025 Special Allowance Offers – Spirits from Southern Glazer's Wine and Spirits as recommended.
3. Limite Time Offer Requests – August 2025:
  - a) Martignetti Companies of NNE – Balvenie 14yr Caribbean Cask  
Approved the recommended request from Martignetti Companies of NNE to purchase 100 cases of #100435 Balvenie 14yr Caribbean Cask 200mL/12 as a Limited Time Offer Request as recommended.
  - b) RNDC New Hampshire – Penelope F\* Cancer

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Approved the recommended request from RNDC New Hampshire to purchase 70 cases of #100352 Penelope F\* Cancer 750mL/6 as a Limited Time Offer Request as recommended.

- c) RNDC New Hampshire – The Macallan Art Is the Flower  
Approved the recommended request from RNDC New Hampshire to purchase 4 cases of #100354 The Macallan Art Is the Flower 700mL/4 as a Limited Time Offer Request as recommended.

### 4. Line Extension Requests – August 2025:

- a) Southern Glazer's Wine and Spirits – Caravella Limoncello 375mL  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc for #100376 Caravella Limoncello 375mL/24 as a Line Extension Request as recommended.
- b) Southern Glazer's Wine and Spirits – Patron Silver Tequila 50mL, Patron Anejo Tequila 50mL and Patron Reposado Tequila 50mL  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Bacardi USA Inc for #003762 Patron Silver Tequila 50mL/60, #007992 Patron Anejo Tequila 50mL/60, and #007995 Patron Reposado Tequila 50mL/60 as a Line Extension Request as recommended.
- c) Southern Glazer's Wine and Spirits – Platinum 7X Vodka PET 1L  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc for #100375 Platinum 7X Vodka PET 1L as a Line Extension Request as recommended.
- d) Southern Glazer's Wine and Spirits – Sambuca Romana Black 1L  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc for #100374 Sambuca Romana Black 1L as a Line Extension Request as recommended.

### 5. One Time Buy Requests – August 2025:

- a) RNDC New Hampshire – Ezra Brooks Bourbon Cream  
Approved the recommended request from RNDC New Hampshire on behalf of Luxco Inc to purchase 50 cases of #007626 Ezra Brooks Bourbon Cream 750mL/6 as a One Time Buy Request as recommended.
- b) Southern Glazer's Wine and Spirits – Whistlepig 30yr Single Malt The BigShəBàng  
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd to purchase 5 cases of #100373 Whistlepig 30yr Single Malt The BigShəBàng 750mL/1 as a One Time Buy Request as recommended.

### 6. Purchase Order Requests:

- a) Hermit Woods  
Approved the recommended Purchase Order Request from Hermit Woods as recommended.
- b) Multiple Brokers  
Approved the recommended Purchase Order Request from multiple brokers as recommended.
- c) Stark Brewing  
Approved the recommended Purchase Order Request from Stark Brewing as recommended.

### 7. Test Market Requests – August 2025:

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- a) RNDC New Hampshire – Cipriani 7 Parti Amaro  
Approved the recommended request from RNDC New Hampshire on behalf of Palm Bay Imports Inc to offer #100353 Cipriani 7 Parti Amaro 700mL/6 for Test Market Listing as recommended.
- b) RNDC New Hampshire – First West by 15 Stars Small Batch KSBW and First West by 15 Stars Toasted Oak KSBW  
Approved the recommended request from RNDC New Hampshire to offer #100355 First West by 15 Stars Small Batch KSBW 750mL/6 and #100356 First West by 15 Stars Toasted Oak KSBW 750mL/6 for Test Market Listing as recommended.
- c) Southern Glazer’s Wine and Spirits – Misto Blackberry & Rosemary Tequila  
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co Inc to offer #100378 Misto Blackberry & Rosemary Tequila 750mL/12 for Test Market Listing as recommended.
- d) Southern Glazer’s Wine and Spirits – Svedka Blackberry  
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co Inc to offer #100377 Svedka Blackberry 750mL/12 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 Director Roy. 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 10:45 a.m. the meeting was adjourned.

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