

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of July 31, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement, and Ryan Wilson, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD July 24, 2025.

Chairman Mollica accepted the minutes from the July 24, 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. Wilson reported 106,555 inbound cases and 105,036 outbound cases. Inventory reached 871,571 cases. For comparison, at this time last year, there were 111,056 inbound cases, 110,840 outbound cases, and inventory was 845,092 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) James Richards, Store Operations Administrator, reported on the Administrative Notices in Director Roy's absence.

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 64 stores are open and there are some shelving renovations going on at the Rochester store. He thanks the customers for their patience during this time. He also thanked DHL for getting products into the location during this time. Chairman Mollica and Deputy Commissioner Brassard Jordan acknowledged DHL's efforts and also expressed their thanks to DHL.

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3) Merchandising Report

A) Wine

1. July 2025 Primary Source Recommendations
Approved the recommended July 2025 Primary Source Recommendations (68 Primary, 57 Imported, 14 Exclusive Agent, and 0 Dual Distribution) as recommended.
2. Additional Size Request – Martignetti Companies of NNE
Approved the recommended Additional Size Request from Martignetti Companies of NNE as recommended.
3. ADDITIONAL September 2025 Special Allowance Offers – Wine – Southern Glazer’s Wine & Spirits
Approved the recommended ADDITIONAL September 2025 Special Allowance Offers – Wine from Southern Glazer’s Wine & Spirits as recommended.
4. CORRECTION Wine Multi Bottle Promotion – September 2025
Approved the recommended CORRECTION Wine Multi Bottle Promotion – September 2025 as recommended.
5. Endless Summer – SUMMER SPLASH SALE – August & September 2025
Approved the recommended Endless Summer – SUMMER SPLASH SALE – August & September 2025 as recommended.
6. REVISED E-mail Coupons – September 2025
Approved the recommended REVISED E-mail Coupons – September 2025 as recommended.
7. Test Market Requests – Multiple Brokers – October 2025
Approved the recommended and not recommended Test Market Requests from Multiple Brokers – October 2025 as recommended.
8. On-Premise Special Discount – September 2025
Approved the recommended On-Premise Special Discount – September 2025 as recommended.

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Gunter with the addition of *B #3 below. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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 from miscellaneous brokers as recommended.
2. October 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended October 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
3. *NH Winery New Listing – Hermit Woods Winery
Approved the recommended NH Winery New Listing – Hermit Woods Winery for 32 cases of #100027 Hermit Hard Blueberry Apple Hard Cider 750mL/12 as recommended. (Mr. Gunter indicated this item should have been listed under the “Wine” category above).

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.

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The motion was unanimously adopted.

C) Spirits

1. July 2025 Spirit Warehouse Only List

Approved the recommended July 2025 Spirit Warehouse Only List (47 Primary, 27 Imported, 0 Exclusive Agent) as recommended.

2. Limited Time Offer Requests – July & August 2025:

- a) Martignetti Companies of NNE – Glenfiddich 14 Yr Bourbon Cask Scotch
Approved the recommended request from Martignetti Companies of NNE on behalf of Wm Grant & Sons, Inc. to purchase 100 cases of #100217 Glenfiddich 14 Yr Bourbon Cask Scotch 375mL/24 as a Limited Time Offer Request as recommended.
- b) RNDC New Hampshire – ISCO Aquavit
Approved the recommended request from RNDC New Hampshire to purchase 30 cases of #100185 ISCO Aquavit 750mL/6 as a Limited Time Offer Request as recommended.
- c) Sazerac Company – Buzzballz Biggies Berry Cherry Limeade
Approved the recommended request from Sazerac Company to purchase 100 cases of #100265 Buzzballz Biggies Berry Cherry Limeade 1.75/3 as a Limited Time Offer Request as recommended.
- d) Southern Glazer's Wine and Spirits – Fabrizia Lemonade Variety Pack
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Fabrizia Spirits, LLC to purchase 200 cases of #008164 Fabrizia Lemonade Variety Pack 355mL/8/3 as a Limited Time Offer Request as recommended.
- e) Southern Glazer's Wine and Spirits – Illegal Mezcal Anejo
Approved the **not recommended** request from Southern Glazer's Wine and Spirits on behalf of Bacardi, USA to purchase 48 cases of #005281 – Illegal Mezcal Anejo 750mL/6 as a Limited Time Offer Request as recommended.
- f) Southern Glazer's Wine and Spirits – WhistlePig FarmStock Beyond Bonded Rye
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd to purchase 65 cases of #006884 WhistlePig FarmStock Beyond Bonded Rye 750mL/6 as a Limited Time Offer Request as recommended.
- g) MS Walker – Chartreuse Yellow Liqueur and Green Chartreuse Liqueur
Approved the recommended request from MS Walker on behalf of Frederick Wildman & Sons to purchase 45 cases of #001167 Chartreuse Yellow Liqueur 750mL/12 and 90 cases of #005346 Green Chartreuse Liqueur 750mL/12 as a Limited Time Offer Request as recommended.

3. Line Extension Requests – July 2025:

- a) Southern Glazer's Wine and Spirits – 1792 Small Batch Bourbon 1.75L
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co. Inc. for #100203 1792 Small Batch Bourbon 1.75L/3 as a Line Extension Request as recommended.
- b) Southern Glazer's Wine and Spirits – Cazadores Blanco Tequila 375mL
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Bacardi USA, Inc. for #100211 Cazadores Blanco Tequila 375mL/24 as a Line Extension Request as recommended.

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- c) Southern Glazer's Wine and Spirits – The Long Drink Strong
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co. Inc. for #100229 The Long Drink Strong 570mL/12 as a Line Extension Request as recommended.
- 4. One Time Buy Requests – July & August 2025:
 - a) Martignetti Companies of NNE – Glenfiddich 16 Yr Aston Martin F1 Scotch
Approved the recommended request from Martignetti Companies of NNE on behalf of Wm Grant & Sons, Inc. to purchase 125 cases of #100218 Glenfiddich 16 Yr Aston Martin F1 Scotch 750mL/12 as a One Time Buy Request as recommended.
 - b) Southern Glazer's Wine and Spirits – Sour Puss Raspberry Liqueur
Approved the **not recommended** request from Southern Glazer's Wine and Spirits on behalf of Phillips Products Co. to purchase 200 cases of TBD# Sour Puss Raspberry Liqueur 750mL/12 as a One Time Buy Request as recommended.
- 5. Purchase Order Request - Southern Glazer's Wine and Spirits
Approved the recommended Purchase Order Request from Southern Glazer's Wine and Spirits as recommended.
- 6. Special Allowance Offers – Spirits - October 2025:
 - a) Martignetti Companies of NNE
Approved the recommended Additional Special Allowance Offers – October 2025 – Spirits from Martignetti Companies of NNE as recommended.
 - b) RNDC New Hampshire
Approved the recommended Additional Special Allowance Offers – October 2025 – Spirits from RNDC New Hampshire as recommended.
 - c) Ruby Wines New Hampshire
Approved the recommended Additional Special Allowance Offers – October 2025 – Spirits from Ruby Wines New Hampshire as recommended.
 - d) Southern Glazer's Wine and Spirits
Approved the recommended Additional Special Allowance Offers – October 2025 – Spirits from Southern Glazer's Wine and Spirits as recommended.
 - e) MS Walker
Approved the recommended Additional Special Allowance Offers – October 2025 – Spirits from MS Walker as recommended.
- 7. Spirits Test Market Results for Week Ending 07/27/2025
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:
#062900 Absolut Cocktails Classic Cosmopolitan 750mL/12 – \$18.99 (Southern Glazer's Wine and Spirits)
#062972 Ciroc Riviera Strawberry Limonade Vodka 750mL/12 – \$24.99 (Southern Glazer's Wine and Spirits)
Specialty:
None at this time
Limited:
None at this time
Delist:
#006085 Ramazzotti Aperitivo Rosato 750mL/6 – \$19.99 (Southern Glazer's Wine and Spirits)

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8. Test Market Requests – July 2025:

- a) Martignetti Companies of NNE – Bib & Tucker Gold Roast Bourbon
Approved the recommended request from Martignetti Companies of NNE to offer #100197 Bib & Tucker Gold Roast Bourbon 750mL/6 for Test Market Listing as recommended.
- b) Sazerac Company – Buzzballz Berry Cherry Limeade and Buzzballz Grapes Gone Wild
Approved the recommended request from Sazerac Company to offer #100307 Buzzballz Berry Cherry Limeade 200mL/24 and #100262 Buzzballz Grapes Gone Wild 200mL/24 for Test Market Listing as recommended.
- c) Southern Glazer's Wine and Spirits – Buckhorn Black Cherry Whiskey
Approved the **not recommended** request from Southern Glazer's Wine and Spirits on behalf of Sazerac Company to offer TBD# Buckhorn Black Cherry Whiskey 750mL/12 for Test Market Listing as recommended.
- d) Southern Glazer's Wine and Spirits – El Tequileno Platinum, El Tequileno Gran Reserva Reposado, and El Tequileno Gran Reserva Anejo
Approved the **recommended** request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports, LLC for #100212 El Tequileno Platinum 750mL/6 and #100213 El Tequileno Gran Reserva Reposado 750mL/6 and the **not recommended** #100214 El Tequileno Gran Reserva Anejo 750mL/6 for Test Market Listing as recommended.
- e) Southern Glazer's Wine and Spirits – Evil Bean Cold Brew Coffee Liqueur
Approved the recommended request from Southern Glazer's Wine and Spirits to offer #100208 Evil Bean Cold Brew Coffee Liqueur 750mL/6 for Test Market Listing as recommended.
- f) Southern Glazer's Wine and Spirits – Fireball Blazin Apple 750mL and Fireball Blazin Apple 50mL
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co. Inc. to offer #100204 Fireball Blazin Apple 750mL/12 and #100205 Fireball Blazin Apple 50mL/120 for Test Market Listing as recommended.
- g) Southern Glazer's Wine and Spirits – Midnight Bean Espresso Martini
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co. Inc. to offer #100210 Midnight Bean Espresso Martini 750mL/12 for Test Market Listing as recommended.
- h) Southern Glazer's Wine and Spirits – Tenjaku Japanese Vodka
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd to offer #100215 Tenjaku Japanese Vodka 700mL/12 for Test Market Listing as recommended.
- i) Southern Glazer's Wine and Spirits – Whiskey JYPSI Tribute
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports LLC to offer #100209 Whiskey JYPSI Tribute 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

No Public Comments

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

Minutes prepared and submitted by:

Janet Donnelly, Paralegal II

Office of the Commissioners