

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of August 28, 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; Jon Holland, 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 August 21, 2025.

Deputy Commissioner Brassard Jordan accepted the minutes from the August 21, 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 105,664 inbound cases and 96,918 outbound cases. Inventory reached 865,119 cases. For comparison, at this time last year, there were 125,261 inbound cases, 110,796 outbound cases, and inventory was 833,739 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) Jim Richards, Store Operations Administrator, reported on the Administrative Notices in Director Mark 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 our outlets are stocked, ready and open regular hours this Labor Day weekend.

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3) Merchandising Report

A) Wine

1. Additional October 2025 Special Allowance Offers – Wine – RNDC
Approved the recommended Additional October 2025 Special Allowance Offers – Wine – from RNDC as recommended.
2. Additional November 2025 Special Allowance Offers – Wine – MS Walker
Approved the recommended Additional November 2025 Special Allowance Offers – Wine – from MS Walker as recommended.
3. CORRECTION Request for Wine Specialty Status – Misc Brokers
Approved the recommended CORRECTION Request for Wine Specialty Status – Misc Brokers as recommended.
4. Wine Multi Bottle Promotion – October 2025
Approved the recommended and not recommended Wine Multi Bottle Promotion – October 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. Chairman Mollica seconded the motion. The motion was unanimously adopted.

B) Tasting Events

1. In-Store Tasting – RNDC with Outcast Brands – September 2025
Approved the recommended In-Store Tasting – RNDC with Outcast Brands – September 2025 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.
3. October 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended October 2025 NH Liquor & Wine Outlet In-Store Events as recommended.
4. 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. E-Coupon Offers – Spirits – October 2025
Approved the recommended E-Coupon Offers – Spirits – October 2025 as recommended.
2. Limited Time Offer Requests – August 2025:
 - a) Southern Glazer's Wine and Spirits – Crown Royal RTD Lemonade Variety Pack
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase 100 cases of #008583 Crown Royal RTD Lemonade Variety Pack 355mL/8/3 as a Limited Time Offer Request as recommended.

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- b) Southern Glazer's Wine and Spirits – Heaven Hill Grain to Glass Wheated Bourbon, Heaven Hill Grain to Glass KY Straight Bourbon, and Heaven Hill Grain to Glass Rye Whiskey
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Brands to purchase 14 cases of #060957 Heaven Hill Grain to Glass Wheated Bourbon 700mL/6 and 59 cases of #060958 Heaven Hill Grain to Glass KY Straight Bourbon 700mL/6 and 5 cases of #060964 Heaven Hill Grain to Glass Rye Whiskey 700mL/6 as a Limited Time Offer Request as recommended.
- 3. Multi Bottle Offers – Spirits – October 2025
Approved the recommended Multi Bottle Offers – Spirits – October 2025 as recommended.
- 4. Outlet Price Busters Offers – Spirits – October 2025
Approved the recommended Outlet Price Busters Offers – Spirits – October 2025 as recommended.
- 5. Purchase Order Requests:
 - a) Multiple Brokers
Approved the recommended Purchase Order Request from multiple brokers as recommended.
 - b) Southern Glazer's Wine and Spirits/Fabrizia
Approved the recommended Purchase Order Request from Southern Glazer's Wine and Spirits/Fabrizia as recommended.
- 6. Spirits Test Market Results for Week Ending 08/17/2025
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:
#062903 Jameson Ginger & Lime 355 mL/4/6 – \$11.99 (Southern Glazer's Wine and Spirits)
Specialty:
None at this time
Limited:
#062494 Glendalough Pot Still Irish Whiskey 750mL/6 – \$54.99 (Pine State Beverage)
Delist:
None at this time
- 7. Spirits Test Market Results for Week Ending 08/24/2025
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:
#062290 Don Fulano Fuerte Blanco 750mL/6 – \$74.99 (Pine State Beverage)
#062670 MI Campo Blanco Tequila 1.75L/6 – \$49.99 (RNDC New Hampshire)
#063512 Widow Jane Lucky Thirteen 750mL/6 – \$104.99 (Southern Glazer's Wine and Spirits)
Specialty:
#062581 Mash & Mallow S'Mores Whiskey 750mL/6 – \$29.99 (Southern Glazer's Wine and Spirits)
Limited:
#062127 Suau Orange Liqueur 750mL/6 – \$24.99 (Ruby Wines New Hampshire Inc.)
#062459 Fever Tree Espresso Martini Mixer 500mL/8 – \$7.99 (Pine State Beverage)
Delist:
#062542 Quiver Spice Honey Spirit 750mL/6 – \$39.99 (Stone Fence Beverage)

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#062658 Veil Blueberry Vodka 1.75L/6 – \$23.99 (Southern Glazer’s Wine and Spirits)

#062681 Captain Morgan Sweet Chili Lime 750mL/12 – \$18.99 (Southern Glazer’s Wine and Spirits)

8. Sweepstakes Request – VIP Visit to WhistlePig Farm “Win a Farm Visit for 5 at WhistlePig Farm in Shoreham, Vermont” Sweepstakes

Approved the recommended Sweepstakes Request – VIP Visit to WhistlePig Farm “Win a Farm Visit for 5 at WhistlePig Farm in Shoreham, Vermont” Sweepstakes 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.

V) ENFORCEMENT AND LICENSING REPORT

Chairman Mollica and Deputy Commissioner Brassard Jordan congratulated Chief Mark Armaganian on his nomination and confirmation as Director of the Division of Enforcement and Licensing. Chief Armaganian thanked them; he acknowledged that we have a great team and he’s glad to be part of it.

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 10:42 a.m. the meeting was adjourned.

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