

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 4, 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.

Attended for certificate presentation: Nancy Valpey, Kelly Mathews, June Tillotson, Susan Rafferty, Nicole Pinto, and Kathy Boudreau.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

Employee Presentation Certificate:

Nancy Valpey, Human Resources Administrator, was presented with certificates and a pin in honor of her 20 years of service to the State of New Hampshire. Deputy Commissioner Brassard Jordan thanked Ms. Valpey for her great work on behalf of our employees. Kelly Mathews, Chief Administrator of Human Resources, recognized Ms. Valpey for being a true Human Resource professional and congratulated her for 735 days of state service and dedication to the Liquor Commission. Chief Administrator Mathews acknowledged that Ms. Valpey should be proud of the work she does, proud of the person she is, and proud of the difference she has made. In addition to this recognition, Chairman Mollica also thanked Ms. Valpey for the inspirational messages she shares with the Commission each week.

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD August 28, 2025.

Chairman Mollica made a motion to accept the minutes from the August 28, 2025 Commission Meeting. Deputy Commissioner Brassard Jordan seconded the motion. The motion was unanimously adopted.

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 85,472 inbound cases and 99,760 outbound cases. Inventory reached 848,715 cases. For comparison, at this time last year, there were 111,604 inbound cases, 118,256 outbound cases, and inventory was 845,159 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently. Mr. Holland also reported that DHL continues to hire and cross train to ensure they are prepared.

IV) MARKETING AND SALES REPORT

1) Mark Roy, Director of Marketing, reported on the Administrative Notices.

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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 all outlets are operating satisfactorily. The event center at store 15 in Keene/Swanzey is underway. Chairman Mollica stated that we are looking forward to hosting educational programs for consumers at the new event center.

3) Merchandising Report

A) Wine

1. Duboeuf Beaujolais Nouveau – Martignetti Companies of NNE

Approved the recommended purchase of Duboeuf Beaujolais Nouveau from Martignetti Companies of NNE as recommended.

2. Email Coupons – November 2025

Approved the recommended Email Coupons – November 2025 as recommended.

3. 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.

4. One Time Buy Request – Holiday Items – RNDC New Hampshire

Approved the recommended One Time Buy Request – Holiday Items from RNDC New Hampshire to purchase 28 cases of TBD# Fa La La La Cabernet Sauvignon 750mL/12 and 28 cases of TBD# Fa La La La Chardonnay 750mL/12 and 112 cases of #021181 Belaire Rare Rose w/Belaire Gold 187mL Hitchhiker 750mL/6 and 36 cases of #025772 Banfi Rosa Regale Sparkling Red 1.5L/1 and the not recommended 100+ cases of TBD Advent Wine Calendar 12 pk 187mL/1 and 100+ cases of TBD# Advent Wine Calendar 24 pk 187mL/1 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. Primary Source Recommendations – September 2025

Approved the recommended September 2025 Primary Source Recommendations (67 Primary, 111 Imported, 21 Exclusive Agent, and 0 Dual Distribution) as recommended.

7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/04/2025

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/04/2025 as recommended.

8. Request for Wine Specialty Status – Misc Brokers

Approved the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.

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9. REVISED Special Allowance Offers – October 2025 – Wine – Pine State Beverage
Approved the recommended REVISED Special Allowance Offers – October 2025 – Wine from Pine State Beverage as recommended.
10. Special Allowance Offers – November 2025 – Wine:
 - a) Pine State Beverage
Approved the recommended Special Allowance Offers – November 2025 – Wine from Pine State Beverage as recommended.
 - b) Southern Glazer's Wine and Spirits
Approved the recommended Special Allowance Offers – November 2025 – Wine from Southern Glazer's Wine and Spirits 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. September 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended September 2025 NH Liquor & Wine Outlet In-Store Events from Southern Glazer's Wine and Spirits as recommended.
2. October 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended October 2025 NH Liquor & Wine Outlet In-Store Events from miscellaneous brokers as recommended.
3. November 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended November 2025 NH Liquor & Wine Outlet In-Store Events from Southern Glazer's Wine and Spirits 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. Cost Change Approval List – September 2025
Approved the recommended Cost Change Approval List – September 2025 as recommended.
2. Limited Time Offer Requests – September 2025:
 - a) Martignetti Companies of NNE – Pendleton 1910 Bourbon
Approved the recommended request from Martignetti Companies of NNE on behalf of Proximo Spirits, Inc. to purchase 10 cases of #100465 Pendleton 1910 Bourbon 750mL/6 as a Limited Time Offer Request as recommended.
 - b) Martignetti Companies of NNE – Stranahan's Sherry Cask Single Malt
Approved the recommended request from Martignetti Companies of NNE on behalf of Proximo Spirits, Inc. to purchase 10 cases of #006299 Stranahan's Sherry Cask Single Malt 750mL/6 as recommended.
 - c) RNDC New Hampshire – Arrow Super Peppermint Schnapps
Denied the Not Recommended request from Spirits Marketing Specialist Mike Derderian to purchase 240 cases of #001978 Arrow Super Peppermint Schnapps 200mL/48 as recommended. The Commission recommended and approved the request from RNDC

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New Hampshire on behalf of Luxco, Inc. to purchase 120 cases of #001978 Arrow Super Peppermint Schnapps 200mL/48 as a Limited Time Offer Request.

- d) RNDC New Hampshire – Penelope Estate Collection Omega and Penelope Estate Collection Founders Reserve
Approved the recommended request from RNDC New Hampshire on behalf of Luxco, Inc. to purchase 10 cases of #100483 Penelope Estate Collection Omega 750mL/6 and 25 cases of #100484 Penelope Estate Collection Founders Reserve 750mL/3 as recommended.
- e) RNDC New Hampshire – Penelope Valencia Cask Finish Bourbon
Approved the recommended request from RNDC New Hampshire on behalf of Luxco, Inc. to purchase 35 cases of #062118 Penelope Valencia Cask Finish Bourbon 750mL/6 as recommended.
- f) RNDC New Hampshire – Rebel 10 Year Bourbon Whiskey
Approved the recommended request from RNDC New Hampshire to purchase 20 cases of #001840 Rebel 10 Year Bourbon Whiskey 750mL/6 as recommended.
- g) Southern Glazer’s Wine and Spirits – Espolon Cristalino Tequila
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Campari America to purchase 40 cases of #007755 Espolon Cristalino Tequila 750mL/6 as recommended.
- h) Southern Glazer's Wine and Spirits – Fireball Blazin Apple
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co., Inc. to purchase 250 cases of #100496 Fireball Blazin Apple 50mL/10/12 as recommended.
- i) Southern Glazer’s Wine and Spirits – Widow Jane The Vaults 15yr Bourbon
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 5 cases of #100499 Widow Jane The Vaults 15yr Bourbon 750mL/6 as recommended.
- j) Tamworth Distilling – The Old Man of the Mountain Barrel Rested Bourbon
Approved the recommended request from Tamworth Distilling to purchase 110 cases of #100474 The Old Man of the Mountain Barrel Rested Bourbon 750mL/6 as recommended.

3. Line Extension Requests – September 2025:

- a) Southern Glazer’s Wine and Spirits – Calypso Spiced Rum 1L
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co., Inc. for #100500 Calypso Spiced Rum 1L/12 as a Line Extension Request as recommended.
- b) Southern Glazer’s Wine and Spirits – Granite State Vodka PET 750mL
TABLED the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co. Inc. for #100502 Granite State Vodka PET 750mL/12 as a Line Extension Request.

4. One Time Buy Requests – September 2025:

- a) RNDC New Hampshire – El Mayor Café Tequila
Approved the recommended request from RNDC New Hampshire on behalf of Luxco, Inc. to purchase 50 cases of #100468 El Mayor Café Tequila 750mL/6 as a One Time Buy Request as recommended.

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- b) RNDC New Hampshire – La Gritona Reposado
Denied the Not Recommended request from Spirits Marketing Specialist Mike Derderian to purchase 100 cases of TBD# La Gritona Reposado 50mL/24 as a One Time Buy Request as recommended. The Commission recommended and approved the request from RNDC New Hampshire to purchase 50 cases TBD# La Gritona Reposado 50mL/24 as a One Time Buy Request.
 - c) Southern Glazer's Wine and Spirits – Parker's Heritage Collection 19th Edition 11yr Cask Strength
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 37 cases of #100494 Parker's Heritage Collection 19th Edition 11yr Cask Strength 750mL/3 as a One Time Buy Request as recommended.
 - d) Southern Glazer's Wine and Spirits – WhistlePig Piggyback SB Bourbon #48727, WhistlePig Piggyback SB Bourbon #48241, WhistlePig Piggyback Rye SB #22616, WhistlePig Piggyback Rye SB #34373, WhistlePig Rye 10yr SB #226094, WhistlePig Rye 10yr SB #226097, WhistlePig Rye 12yr Citrus Liqueur Finish
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of MHW Ltd. to purchase the following as recommended:
26 cases of #100503 WhistlePig Piggyback SB Bourbon #48727 750mL/6
26 cases of #100506 WhistlePig Piggyback SB Bourbon #48241 750mL/6
26 cases of #100507 WhistlePig Piggyback Rye SB #22616 750mL/6
26 cases of #100508 WhistlePig Piggyback Rye SB #34373 750mL/6
26 cases of #100509 WhistlePig Rye 10yr SB #226094 750mL/6
26 cases of #100510 WhistlePig Rye 10yr SB #226097 750mL/6
26 cases of #100511 WhistlePig Rye 12yr Citrus Liqueur Finish 750mL/6
 - e) MS Walker – Mad River Bourbon Whiskey #23-0085
Approved the recommended request from MS Walker to purchase 44 cases of #100513 Mad River Bourbon Whiskey #23-0085 as recommended.
5. Purchase Order Requests:
- a) Multiple Brokers
Approved the recommended Purchase Order Request from Multiple Brokers as recommended.
 - b) Pine State Beverage
Approved the recommended Purchase Order Request from Pine State Beverage as recommended.
6. Additional Special Allowance Offers – November 2025 – Spirits – Southern Glazer's Wine and Spirits
Approved the recommended Additional Special Allowance Offers – November 2025 – Spirits from Southern Glazer's Wine and Spirits as recommended.
7. Spirits Warehouse Only List – September 2025
Approved the recommended September 2025 Spirit Warehouse Only List (21 Primary, 5 Imported, 0 Exclusive Agent) as recommended.
8. Spirits Test Market Results for Week Ending 08/31/2025
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.

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Full Distribution:

#063507 Don Julio Reposado 50mL/60 – \$5.99 (Southern Glazer’s Wine and Spirits)

#063986 Jack Daniel’s Tennessee Blackberry 750mL/12 – \$26.99 (RNDC New Hampshire)

Specialty:

None at this time

Limited:

#062582 Method and Madness Single Pot Still Irish Whiskey 700mL/6 – \$74.99 (Martignetti Companies of NNE)

Delist:

None at this time

9. Test Market Request for Buchanan’s Green Seal – September 2025 – Southern Glazer’s Wine and Spirits

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo North America, Inc. to offer #100501 Buchanan’s Green Seal 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.

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 10:55 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners