

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 11, 2025 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Rian Buckley, Marketing Program Assistant; Director Mark Armaganian, Enforcement; Jon Holland, DHL; Ryan Wilson, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan was attending the NABCA Board of Directors meeting.

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD September 4, 2025.

Chairman Mollica accepted the minutes from the September 4, 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 78,570 inbound cases and 90,931 outbound cases. Inventory reached 832,654 cases. For comparison, at this time last year, there were 106,582 inbound cases, 108,818 outbound cases, and inventory was 839,238 cases. Everything was picked and ready to ship on time in the warehouse, and all KPIs were met. The site continues to run efficiently.

Chairman Mollica thanked DHL, on behalf of Andy Davis, for completing a practice delivery run at a potential new store.

IV) MARKETING AND SALES REPORT

I) Mark Roy, Director of Marketing, introduced Rian Buckley, a new member of the Marketing team. Mr. Buckley is a Program Assistant who comes to us from Store Ops. He worked previously at stores in Merrimack, Hooksett and Pembroke. Chairman Mollica welcomed Rian and wished him all the best in his new position.

Director Roy also 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.

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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 on a successful Saturday Ghost Drop promotion making limited release bourbons available to our customers across the state. Administrator Richards also thanked DHL for executing the sale on a Saturday.

3) Merchandising Report

A) Wine

1. ADDITIONAL November 2025 Special Allowance Offers – Wine – Martignetti Companies of NNE

Approved the recommended ADDITIONAL November 2025 Special Allowance Offers – Wine from Martignetti Companies of NNE as recommended.

2. October and November 2025 Monthly Retail Promotion

Approved the recommended October and November 2025 Monthly Retail Promotion as recommended. Director Roy clarified that the 15% off licensee coupon, from the Distiller's Showcase event for up to \$10,000, cannot be combined with this October and November 2025 retail promotion.

3. October, November, and December 2025 – NH Winery Display Rack Program

Approved the recommended October, November, and December 2025 – NH Winery Display Rack Program as recommended.

4. December 2025 Monthly Promotional Sale

Approved the recommended December 2025 Monthly Promotional Sale as recommended.

5. EDLP – Martignetti Companies of NNE – October-December 2025

Approved the recommended EDLP – Martignetti Companies of NNE – October-December 2025 as recommended.

6. On-Premise Special Discount – October 2025

Approved the recommended On-Premise Special Discount – October 2025 as recommended.

7. Purchase Order Request – NH Wineries

Approved the recommended Purchase Order Request – NH Wineries as recommended.

8. Quarterly Price Increase One Time Buy – October 2025 – Southern Glazer's Wine and Spirits

Approved the recommended Quarterly Price Increase One Time Buy – October 2025 – Southern Glazer's Wine and Spirits as recommended.

9. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/11/2025

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/11/2025 as recommended.

10. REVISED E-mail Coupons – October 2025

Approved the recommended and not recommended REVISED E-mail Coupons – October 2025 as recommended.

11. REVISED October 2025 Special Allowance Offers – Wine – Southern Glazer's Wine and Spirits

Approved the recommended REVISED October 2025 Special Allowance Offers – Wine – Southern Glazer's Wine and Spirits as recommended.

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12. REVISED Wine Outlet Price Busters – October 2025
Approved the recommended and not recommended REVISED Wine Outlet Price Busters – October 2025 as recommended.
13. Roll Out Results for July-August 2025 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for July-August 2025 – EXPAND DISTRIBUTION as recommended.
14. Roll Out Results – July 2025-August 2025 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – July 2025-August 2025 – REMOVE FROM RETAIL as recommended.
15. Test Market Results for May-August 2025 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for May-August 2025 – EXPAND DISTRIBUTION as recommended.
16. Test Results – May-August 2025 – REMOVE FROM RETAIL
Approved the recommended Test Results – May-August 2025 – REMOVE FROM RETAIL as recommended.

For Information Only

17. Status of 2025 Roll Out Items
18. Status of 2025 Test Items

After review of the Wine items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

1. NHLC In-Store – Perfect Pairings Cooking Series – September 2025
Approved the recommended NHLC In-Store – Perfect Pairings Cooking Series – September 2025 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 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 as recommended.
4. December 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended December 2025 NH Liquor & Wine Outlet In-Store Events as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

C) Spirits

1. Coupon Offer – 12 Days of Holiday Cheer Gift Box October 1, 2025 – December 31, 2025
Approved the recommended Coupon Offer – 12 Days of Holiday Cheer Gift Box October 1, 2025 – December 31, 2025 as recommended.

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2. Limited Time Offers Requests – September & October 2025:

- a) Martignetti Companies of NNE – Cooperstown Carlton Fisk Baseball Bourbon and Cooperstown Jim Rice Baseball Bourbon
Denied the not recommended request from Spirits Marketing Specialist Mike Derderian to purchase 50 cases of TBD# Cooperstown Carlton Fisk Baseball Bourbon 750mL/6 and 50 cases of #061161 Cooperstown Jim Rice Baseball Bourbon 750mL/6 as a One Time Buy Request as recommended. The Commission recommended and approved the request from Martignetti Companies of NNE, with adjusted case quantities, to purchase 25 cases TBD# Cooperstown Carlton Fisk Baseball Bourbon 750mL/6 and 5 cases of Cooperstown Jim Rice Baseball Bourbon 750mL/6 as a One Time Buy Request.
- b) RNDC New Hampshire – Gran Agave Ghost Edition
Approved the recommended request from RNDC New Hampshire to purchase 24 cases of #003477 Gran Agave Ghost Edition 750mL/6 as recommended.
- c) RNDC New Hampshire – Penelope Estate Collection Private Select
Approved the recommended request from RNDC New Hampshire on behalf of Luxco, Inc. to purchase 75 cases of #062219 Penelope Estate Collection Private Select 750mL/6 as recommended.
- d) Southern Glazer's Wine & Spirits – Arran SM Sauternes Cask Finish, Arran SM Port Cask Finish, Arran SM Amarone Cask Finish, Arran SM Sherry Cask Finish, Lagg SM Kilmory Edition, Lagg SM Corriecravie Edition
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Hotaling & Co, LLC to purchase the following as recommended:
10 cases of #100583 Arran SM Sauternes Cask Finish 700mL/6
10 cases of #100584 Arran SM Port Cask Finish 700mL/6
10 cases of #100585 Arran SM Amarone Cask Finish 700mL/6
10 cases of #100586 Arran SM Sherry Cask Finish 700mL/6
10 cases of #100587 Lagg SM Kilmory Edition 700mL/6
10 cases of #100588 Lagg SM Corriecravie Edition 700mL/6
- e) Southern Glazer's Wine and Spirits – Clase Azul Anejo Tequila
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Tequilas Premium Inc. to purchase 5 cases of #008217 Clase Azul Anejo Tequila 750mL/3 as recommended.
- f) Southern Glazer's Wine and Spirits – Jim Beam Winter Reserve Bourbon
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. to purchase 60 cases of #061628 Jim Beam Winter Reserve Bourbon 750mL/12 as recommended.
- g) Southern Glazer's Wine and Spirits – Little Book the Infinite II
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. to purchase 26 cases of #100497 Little Book the Infinite II 750mL/6 as recommended.
- h) Southern Glazer's Wine and Spirits – On the Rocks Blue Hawaiian
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. to purchase 105 cases of #060005 On the Rocks Blue Hawaiian 375mL/12 as recommended.

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3. TABLED – September 2025 Line Extension Request for Granite State Vodka PET – Sazerac Co Inc – Southern Glazer’s Wine and Spirits
Removed from the TABLE and approved 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 as recommended.
4. One Time Buy Requests – September 2025:
 - a) Ruby Wines New Hampshire – Dexter 3 Wood Straight Bourbon Whiskey
Cask Strength #609 Barrel
Approved the recommended request from Ruby Wines New Hampshire to purchase TBD # of cases of #100451 Dexter 3 Wood Straight Bourbon Whiskey Cask Strength #609 Barrel 750mL/12 as a One Time Buy Request as recommended.
 - b) Savannah Bee Company – Savannah Bee Company Acacia Honey and Savannah Bee Company Hot Honey
Approved the recommended request from Live Free Distillery for the purchase of 75 cases of #100475 Savannah Bee Company Acacia Honey 12Oz/12 and 75 cases of #100477 Savannah Bee Company Hot Honey 12Oz/12 as a One Time Buy Request 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. REVISED October 2025 Multi-Bottle Offer – Spirits
Approved the recommended REVISED October 2025 Multi-Bottle Offer – Spirits as recommended. This memo was originally approved at the August 28, 2025 Commission meeting with an incorrect product price for Hendrick’s Gin 1 Liter.
7. Special Allowance Offers – Spirits – December 2025:
 - a) Martignetti Companies of NNE
Approved the recommended Special Allowance Offers – Spirits – December 2025 from Martignetti Companies of NNE as recommended.
 - b) Pine State Trading
Approved the recommended Special Allowance Offers – Spirits – December 2025 from Pine State Trading as recommended.
 - c) RNDC New Hampshire
Approved the recommended Special Allowance Offers – Spirits – December 2025 from RNDC New Hampshire as recommended.
 - d) Ruby Wines New Hampshire
Approved the recommended Special Allowance Offers – Spirits – December 2025 from Ruby Wines New Hampshire as recommended.
 - e) Southern Glazer’s Wine and Spirits
Approved the recommended Special Allowance Offers – Spirits – December 2025 from Southern Glazer’s Wine and Spirits as recommended.

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- f) Stone Fence Beverage
Approved the recommended Special Allowance Offers – Spirits – December 2025 from Stone Fence Beverage as recommended.
- g) MS Walker
Approved the recommended Special Allowance Offers – Spirits – December 2025 from MS Walker as recommended.
- 8. Spirits Test Market Results for Week Ending 09/07/2025
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:
#062698 Crown Royal Reserve 12yr 1.7L/6 – \$94.99 (Southern Glazer’s Wine and Spirits)
Specialty:
#003009 Barr Hill Vodka 750mL/6 – \$59.99 (Martignetti Companies of NNE)
Limited:
None at this time
Delist:
#062580 Deep Eddy Cranberry Vodka 1.75L/6 – \$29.99 (Southern Glazer’s Wine and Spirits)
#062659 Ocean Organic Espresso Martini 1L/6 – \$24.99 (Southern Glazer’s Wine and Spirits)
#062728 Hard Truth High Road Rye 750mL/6 – \$39.99 (Southern Glazer’s Wine and Spirits)

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian.

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 10:52 a.m. the meeting was adjourned.

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