

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 18, 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; Ryan Wilson, DHL.

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD September 11, 2025.

Chairman Mollica accepted the minutes from the September 11, 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 90,165 inbound cases and 86,518 outbound cases. Inventory reached 834,080 cases. For comparison, at this time last year, there were 87,664 inbound cases, 88,921 outbound cases, and inventory was 850,038 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, presented the item below and reported on Administrative Notices.

A) Director Mark Roy

1. Non-Alcoholic Wines, Spirits and Mocktails Pilot Program – Multiple Brokers
Approved the recommended Non-Alcoholic Wines, Spirits and Mocktails Pilot Program from Multiple Brokers as recommended.
2. October 2025 Quarterly Price Changes
Approved October 2025 Quarterly Price Changes as recommended.

Deputy Commissioner Brassard Jordan recused herself from the review of item A1 as she worked with the Marketing Department on this pilot program. Chairman Mollica accepted item A1. After review of the October 2025 Quarterly Price Changes, Deputy Commissioner Brassard Jordan made a motion to accept the recommendation as presented by Director Roy. Chairman Mollica seconded the motion. The motion was unanimously adopted.

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For Information Only:

B) 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 open and things are well.

3) Merchandising Report

A) Wine

1. January 2026 Monthly Promotional Sale

Approved the recommended January 2026 Monthly Promotional Sale as recommended.

2. One Time Buy Request – NBA – Kendall Jackson – MS Walker

Approved the recommended One Time Buy Request – NBA – Kendall Jackson – MS Walker as recommended.

3. 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.

4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/18/2025

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/18/2025 as recommended.

5. Request for Wine Specialty Status – Misc Brokers

TABLED the recommended and not recommended Request for Wine Specialty Status from miscellaneous brokers for additional work by the Marketing Department.

6. Special Allowance Offers – ADDITIONAL October 2025 – Wine – Southern Glazer's Wine & Spirits

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

7. Special Allowance Offers – REVISED October 2025 – Wine:

a) Pine State Beverage

Approved the recommended Special Allowance Offers – REVISED October 2025 – Wine from Pine State Beverage as recommended.

b) RNDC New Hampshire

Approved the recommended Special Allowance Offers – REVISED October 2025 – Wine from RNDC New Hampshire as recommended.

c) MS Walker

Approved the recommended Special Allowance Offers – REVISED October 2025 – Wine from MS Walker as recommended.

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8. Special Allowance Offers – ADDITIONAL November 2025 – Wine:
 - a) RNDC New Hampshire
Approved the recommended Special Allowance Offers – ADDITIONAL November 2025 – Wine from RNDC New Hampshire as recommended.
 - b) Southern Glazer's Wine & Spirits
Approved the recommended Special Allowance Offers – ADDITIONAL November 2025 – Wine from Southern Glazer's Wine and Spirits as recommended.
9. Special Allowance Offers – December 2025 – Wine:
 - a) Martignetti Companies of NNE
Approved the recommended Special Allowance Offers – December 2025 – Wine: from Martignetti Companies of NNE as recommended.
 - b) Pine State Beverage
Approved the recommended Special Allowance Offers – December 2025 – Wine: from Pine State Beverage as recommended.
 - c) RNDC New Hampshire
Approved the recommended Special Allowance Offers – December 2025 – Wine: from RNDC New Hampshire as recommended.
 - d) Southern Glazer's Wine & Spirits
Approved the recommended Special Allowance Offers – December 2025 – Wine: from Southern Glazer's Wine & Spirits as recommended.
 - e) Vinilandia
Approved the recommended Special Allowance Offers – December 2025 – Wine: from Vinilandia as recommended.
 - f) MS Walker
Approved the recommended Special Allowance Offers – December 2025 – Wine: from MS Walker as recommended.
10. Wine Multi Bottle Promotion – November and December 2025
Approved the recommended Wine Multi Bottle Promotion – November and December 2025 as recommended.
11. Wine Outlet Price Busters – November and December 2025
Approved the recommended and not recommended Wine Outlet Price Busters – November and December 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. 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.
2. November 2025 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended November 2025 NH Liquor & Wine Outlet In-Store Events.

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3. 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, 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. Appeal Request for Quiver Spice Honey Spirit – September 2025 – Stone Fence Beverage
Approved the not recommended Appeal Request for Quiver Spice Honey Spirit – September 2025 from Stone Fence Beverage as recommended. Not recommended for appeal.
2. Limited Time Offer Requests – September and October 2025:
 - a) Flag Hill Distillery– Flag Hill Single Barrel Rye
Approved the recommended request from Flag Hill Distillery to purchase 35 cases of #100594 Flag Hill Single Barrel Rye 750mL/6 as a Limited Time Offer Request as recommended.
 - b) RNDC New Hampshire – Four Roses Private Barrel Select OBSF, Four Roses Private Barrel Select OBESK and Four Roses Private Barrel OESO
Approved the recommended request from RNDC New Hampshire to purchase 27 cases of #062701 Four Roses Private Barrel Select OBSF 750mL/6 and 27 cases of #062704 Four Roses Private Barrel Select OBESK 750mL/6 and 27 cases of #062706 Four Roses Private Barrel OESO 750mL/6 as a Limited Time Offer Request as recommended.
3. Line Extension Request for WhistlePig 10 Yr Straight Rye 375mL – September 2025 – Southern Glazer’s Wine & Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of MHW Ltd. for #002549 WhistlePig 10 Yr Straight Rye 375mL as a Line Extension Request as recommended.
4. One Time Buy Requests – September and October 2025:
 - a) Flag Hill Distillery – Flag Hill Breakfast Bourbon
Approved the recommended request from Flag Hill Distillery to purchase 70 cases of #100394 Flag Hill Breakfast Bourbon 750mL/6 as a One Time Buy Request as recommended.
 - b) Pine State Beverage – The Dalmore 18 Yr, The Dalmore 25 Yr, The Dalmore King Alexander III
Approved the not recommended request from Pine State Beverage on behalf of E&J Gallo Winery to purchase 5 cases of #002504 The Dalmore 18 Yr 750mL/6 and 3 cases of #005997 The Dalmore 25 Year 750mL/6 as a One Time Buy Request as recommended.
Denied the not recommended request from Spirits Marketing Specialist Mike Derderian to purchase 6 cases of #008303 The Dalmore King Alexander III 750mL/6 as recommended. The Commission recommended and approved the request from Pine State Beverage on behalf of E&J Gallo Winery, with adjusted case quantities, to purchase 3 cases of #008303 The Dalmore King Alexander III 750mL/6 as a One Time Buy Request for September 2025.

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- c) Stone Fence Beverage – Found North Hell Diver First Flight
Approved the recommended request from Stone Fence Beverage to purchase 7 cases of #060278 Found North Hell Diver First Flight 750mL/6 as a One Time Buy Request as recommended.
- 5. Purchase Order Request – Cathedral Ledge
Approved the recommended Purchase Order Request from Cathedral Ledge as recommended.
- 6. Spirits Test Market Results for Week Ending 09/14/2025
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:
 - #062578 Lunazul Reposado Tequila 50mL/100 – \$1.99 (Southern Glazer’s Wine and Spirits)
 - #062579 Lunazul Blanco Tequila 50mL/100 – \$1.99 (Southern Glazer’s Wine and Spirits)
 - #062915 Tin Cup Straight Bourbon Whiskey 750mL/12 – \$24.99 (Martignetti Companies of NNE)
 - #062975 Bailey’s Cookies and Creamy Non-Dairy 750mL/12 – \$27.99 (Southern Glazer’s Wine and Spirits)
 - #062976 Bailey’s Coffee Toffee Non-Dairy 750mL/12 – \$27.99 (Southern Glazer’s Wine and Spirits)**Specialty:**
 - #062739 Still Gin by Dre and Snoop 750mL/6 – \$33.99 (Southern Glazer’s Wine and Spirits)**Limited:**
 - #062729 Hard Truth Sweet Mash Bourbon 750mL/6 – \$44.99 (Southern Glazer’s Wine and Spirits)**Delist:**
 - #062722 Town Branch Overproof Kentucky Straight Whiskey 750mL/6 – \$42.99 (Ruby Wines New Hampshire Inc)
- 7. Test Market Requests – September 2025:
 - a) Pine State Beverage – Don Fulano Anejo
Approved the recommended request from Pine State Beverage on behalf of E&J Gallo Winery on behalf of E&J Gallo Winery to offer #001051 Don Fulano Anejo 750mL/6 for Test Market Listing as recommended.
 - b) RNDC New Hampshire – Holladay Soft Red Wheat Rickhouse Proof
Approved the recommended request from RNDC New Hampshire on behalf of McCormick Distilling Co. to offer #062830 Holladay Soft Red Wheat Rickhouse Proof 750mL/6 for Test Market Listing as recommended.
 - c) Ruby Wines New Hampshire – Bandido de Amores Anejo Tequila and Bandido de Amores Reposado Tequila
Approved the recommended request from Ruby Wines New Hampshire Inc. on behalf of Marsalle Company/Stoller to offer #100607 Bandido de Amores Anejo Tequila 750mL/6 and #100608 Bandido de Amores Reposado Tequila 750mL/6 for Test Market Listing as recommended.
 - d) Ruby Wines New Hampshire – Buzzard’s Roost Double Oak Barrel Strength
Approved the recommended request from Ruby Wines New Hampshire to offer #100601 Buzzard’s Roost Double Oak Barrel Strength 750mL/6 for Test Market Listing as recommended.

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- e) Ruby Wines New Hampshire – Dexter Straight Bourbon Whiskey Finished with Madeira & Port Staves
Approved the recommended request from Ruby Wines New Hampshire Inc. to offer #100598 Dexter Straight Bourbon Whiskey Finished with Madeira & Port Staves 750mL/12 for Test Market Listing as recommended.
- f) Ruby Wines New Hampshire – Doc Holiday Straight Bourbon Whiskey Bottled in Bond
Approved the recommended request from Ruby Wines New Hampshire Inc. for #100597 Doc Holiday Straight Bourbon Whiskey Bottled in Bond 750mL/6 for Test Market Listing as recommended.
- g) Ruby Wines New Hampshire – Row 94 Kentucky Straight Bourbon Whiskey
Approved the recommended request from Ruby Wines New Hampshire Inc. to offer #100602 Row 94 Kentucky Straight Bourbon Whiskey 750mL/6 for Test Market Listing as recommended.
- h) Southern Glazer's Wine and Spirits – Sazerac Rye 100P
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co., Inc. to offer #100512 Sazerac Rye 100P 1L/6 for Test Market Listing as recommended.
- i) Stone Fence Beverage – Molon Labe Rye Whiskey and Molon Labe Single Barrel Bourbon
Approved the recommended request from Stone Fence Beverage to offer #062225 Molon Labe Rye Whiskey 750mL/12 and #062228 Molon Labe Single Barrel Bourbon 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 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 10:41 a.m. the meeting was adjourned.

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