

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 25, 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; Lieutenant Matthew Culver, Enforcement; Ryan Wilson, DHL.

Excused: Director Mark Armaganian, Enforcement

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD September 18, 2025.

Chairman Mollica made a motion to accept the minutes from the September 18, 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. Wilson reported 114,551 inbound cases and 85,049 outbound cases. Inventory reached 858,484 cases. For comparison, at this time last year, there were 103,883 inbound cases, 85,933 outbound cases, and inventory was 857,988 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, 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.

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 the Manager's meeting that was held on September 23rd in Manchester was successful. Ninety-eight percent of all outlet managers were able to attend, and others sent assistant managers. Administrator Richards also reported that the Keene event space is complete and ready for customer and enforcement use. Dates are already on the calendar.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 25, 2025 Meeting

3) Merchandising Report

A) Wine

Approved the recommended Cost Change Approval List – September 2025 as recommended.

1. One Time Buy Request – Holiday Items – MS Walker

Approved the NOT recommended One Time Buy Request – Holiday Items from MS Walker as recommended.

2. 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.

3. Primary Source Recommendations – September 2025

Approved the recommended September 2025 Primary Source Recommendations (17 Primary, 18 Imported, 5 Exclusive Agent, and 0 Dual Distribution) as recommended.

4. REVISED Purchase Order Request – Hermit Woods Winery

Approved the REVISED Purchase Order Request – Hermit Woods Winery as recommended.

5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/25/2025

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/25/2025 as recommended.

6. REVISED Wine Multi Bottle Promotion – November and December 2025

Approved the recommended REVISED Wine Multi Bottle Promotion – November and December 2025 as recommended.

7. Special Allowance Offer – December 2025 – Wine – Ruby Wines of NH

Approved the recommended Special Allowance Offer – December 2025 – Wine from Ruby Wines of NH as recommended.

8. TABLED Request for Wine Specialty Status – Misc Brokers

Removed from the TABLE and approved the recommended and not recommended TABLED Request for Wine Specialty Status from miscellaneous brokers as recommended.

9. The Wine Group Donation Program – November & December 2025 – Southern Glazer's Wine and Spirits

Approved the recommended The Wine Group Donation Program – November & December 2025 from Southern Glazer's Wine and Spirits as recommended.

10. Vendor Request Closeout Pricing with Additional Purchase – Uncorked, LLC

Approved the recommended Vendor Request Closeout Pricing with Additional Purchase from Uncorked LLC 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. Distiller's Showcase Restaurant Incentive Coupon November 2025

Approved the recommended Distiller's Showcase Restaurant Incentive Coupon November 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.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 25, 2025 Meeting

3. 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.
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.
5. 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. E-Coupon Offers – November 2025 – Spirits
Approved the recommended E-Coupon Offers – November 2025 – Spirits as recommended.
2. Limited Time Offer Requests – September 2025:
 - a) Southern Glazer's Wine and Spirits – Dalwhinnie Distillers Edition
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Diageo North America Inc. to purchase 10 cases of #001657 Dalwhinnie Distillers Edition 750mL/6 as a Limited Time Offer Request as recommended.
 - b) Southern Glazer's Wine and Spirits – Knob Creek 21 Year
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Bean Brands Co. to purchase 40 cases of #100683 Knob Creek 21 Year 750mL/6 as a Limited Offer Request as recommended.
 - c) Southern Glazer's Wine and Spirits – Lagavulin Distillers Edition Single Malt
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc. to purchase 10 cases of #002109 Lagavulin Distillers Edition Single Malt 750mL/6 as a Limited Offer Request as recommended.
 - d) Southern Glazer's Wine and Spirits – Maker's Mark 101
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. to purchase 130 cases of #005880 Maker's Mark 101 750mL/6 as a Limited Time Offer Request as recommended.
 - e) Southern Glazer's Wine and Spirits – Old Fitzgerald 9Yr BIB Decanter
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 154 cases of #005760 Old Fitzgerald 9Yr BIB Decanter 750mL/3 as a Limited Time Offer Request as recommended.
 - f) Southern Glazer's Wine and Spirits – Talisker Distillers Edition
Denied the not recommended request from Spirits Marketing Specialist Mike Derderian to purchase 90 cases of #001798 Talisker Distillers Edition 750mL/6 as a Limited Time Offer Request as recommended. The Commission recommended and approved the request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc. to purchase 10 cases of #001798 Talisker Distillers Edition 750mL/6 as a Limited Time Offer Request. The decision to purchase 10 cases was based on tariffs and production.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 25, 2025 Meeting

3. Multi Bottle Offers – November & December 2025 – Spirits
Approved the recommended Multi Bottle Offers – November & December 2025 – Spirits from miscellaneous brokers as recommended.
4. One Time Buy Request for Heaven Hill Barrel Buys – September 2025 – Southern Glazer’s Wine and Spirits
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase the following as recommended:
25 cases of 100685 Heaven Hill 7 Year BIB Private Barrel #7987010 750mL/6
20 cases of 100686 Rittenhouse Rye BIB Private Barrel #8349749 750mL/12
20 cases of 100687 Larceny 92P Private Barrel #8120497 750mL/12
15 cases of 100688 Larceny Barrel Proof Private Barrel #8120974 750mL/12
13 cases of 100689 Elijah Craig Toasted Barrel Private Barrel #469654 750mL/12
18 cases of 100690 Elijah Craig Barrel Proof Private Barrel #7303854 750mL/12
13 cases of 100691 Elijah Craig 94P Private Barrel #7539706 750mL/12
13 cases of 100692 Elijah Craig 94P Private Barrel #7648166 750mL/12
18 cases of 100693 Elijah Craig Barrel Proof Private Barrel #7617000 750mL/12
5. Outlet Price Busters Offers – November & December 2025 – Spirits
Approved the recommended Outlet Price Busters Offers – November & December 2025 – Spirits from miscellaneous brokers as recommended.
6. Purchase Order Requests:
 - a) Mt Washington Distillery
Approved the recommended Purchase Order Request from Mt. Washington Distillery as recommended.
 - b) Pine State Beverage
Approved the recommended Purchase Order Request from Pine State Beverage as recommended.
 - c) Southern Glazer’s Wine and Spirits/Fabrizia
Approved the recommended Purchase Order Request from Southern Glazer’s Wine and Spirits/Fabrizia as recommended.
 - d) Southern Glazer’s Wine and Spirits/Stonewall
Approved the recommended Purchase Order Request from Southern Glazer’s Wine and Spirits/Stonewall as recommended.
7. Spirit Warehouse Only List – September 2025
Approved the recommended September 2025 Spirit Warehouse Only List (30 Primary, 5 Imported, 0 Exclusive Agent) as recommended.
8. Spirits Test Market Results for Week Ending 09/21/2025
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:
#001800 Elijah Craig Barrel Proof Bourbon 750mL/6 – \$74.99 (Southern Glazer’s Wine and Spirits)
Specialty:
#008783 Freeland Spirits Gin 750mL/6 – \$39.99 (RNDC New Hampshire)
#061595 Drumshanbo Brazilian Pineapple Irish Gin 750mL/6 – \$34.99 (RNDC New Hampshire)
#062726 Cayeya Tequila Reposado 750mL/6 – \$55.99 (Ruby Wines New Hampshire Inc.)

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of September 25, 2025 Meeting

Limited:

None at this time

Delist:

#007421 360 Madagascar Vanilla Flavored Vodka 750mL/12 – \$15.99 (RNDC New Hampshire)

9. Test Market Requests – September 2025:

a) Southern Glazer's Wine and Spirits – Barrelsmith Rum Runner

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports, LLC to offer #100682 Barrelsmith Rum Runner 750mL/6 for Test Market Listing as recommended.

b) Southern Glazer's Wine and Spirits – Fabrizia Crema di Almond

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Fabrizia Spirits LLC to offer #100681 Fabrizia Crema di Almond 750mL/6 for Test Market Listing as recommended.

c) Southern Glazer's Wine and Spirits – Smirnoff Root Beer 100 Proof

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America, Inc. to offer #100529 Smirnoff Root Beer 100 Proof 50mL/120 for Test Market Listing as recommended.

d) MS Walker – Calumet Farm Bottled in Bond Bourbon Whiskey and Calumet Farm High Rye Whiskey

Approved the recommended request from MS Walker on behalf of Western Spirits Beverage Co. to offer #100720 – Calumet Farm Bottled in Bond Bourbon Whiskey 750mL/6 and #100721 Calumet Farm High Rye Whiskey 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 10:50 a.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners