

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 2, 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; Jon Holland, DHL; 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 25, 2025.

Chairman Mollica made a motion to accept the minutes from the September 25, 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 108,344 inbound cases and 97,452 outbound cases. Inventory reached 867,599 cases. For comparison, at this time last year, there were 107,570 inbound cases, 104,235 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.

Chairman Mollica thanked DHL for hosting a warehouse tour for a group of senators and providing information about their operations.

IV) MARKETING AND SALES REPORT

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

Director Roy thanked DHL for participating in the October 1 broker meeting at Flag Hill Winery & Distillery. The Liquor Commission greatly appreciates the support of DHL.

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.

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2) Store Operations Update

James Richards, Store Operations Administrator, reported that we kicked off the bonus card promotion this week. When customers spend \$200, they get a \$30 bonus card. This popular promotion runs through November 22, 2025.

3) Merchandising Report

A) Wine

1. NH Off-Premise Special Discount – Price Busters - November & December 2025
Approved the recommended and not recommended NH Off-Premise Special Discount – Price Busters for November & December 2025 as recommended.
2. Off-Premise Special Discount – Exclusive Grocery Price Busters - November 2025
Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters for November 2025 as recommended.
3. On-Premise Special Discount – November 2025
Approved the recommended On-Premise Special Discount for November 2025 as recommended.
4. One Time Buy Request – Palm Bay – Martignetti Companies of NNE
Approved the recommended and not recommended One Time Buy Request – Palm Bay – Martignetti Companies of NNE as recommended.
5. One Time Buy Request – Kendall Jackson Brut Cuvee – MS Walker
Approved the recommended One Time Buy Request – Kendall Jackson Brut Cuvee – MS Walker as recommended.
6. One Time Purchase for our Power Buy Program – Misc Brokers
Approved the recommended One Time Purchase for our Power Buy Program from Miscellaneous Brokers as recommended.
7. Recommended Allocated Wines for Distribution to Selected Stores – “Blended for NH” – Winter Wine Spectacular 2026
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores – “Blended for NH” – Winter Wine Spectacular 2026 as recommended.
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/02/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 10/02/2025 as recommended.
9. Request for Wine Specialty Status – Misc Brokers
Approved the recommended Request for Wine Specialty Status – Misc Brokers as recommended.
10. REVISED Wine Multi Bottle Promotion – November and December 2025
Approved the recommended REVISED Wine Multi Bottle Promotion – 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

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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 as recommended.

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. Floor Planner Additional November & December 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits

Approved the recommended Floor Planner Additional November & December 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits

2. Limited Time Offer Requests – October 2025:

a) Southern Glazer's Wine and Spirits – Clase Azul Blanco Ahumado

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Tequilas Premium Inc to purchase 5 cases of #100808 Clase Azul Blanco Ahumado 750mL/3 as a Limited Time Offer Request as recommended.

b) Southern Glazer's Wine and Spirits – Don Julio 1942 Year of the Horse

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc. to purchase 24 cases of #100807 Don Julio 1942 Year of the Horse 750mL/6 as a Limited Time Offer Request as recommended.

c) Southern Glazer's Wine and Spirits – Elijah Craig 18 Yr Single Barrel Bourbon

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 65 cases of #002106 Elijah Craig 18 Yr Single Barrel Bourbon 750mL/3 as a Limited Time Offer Request as recommended.

d) Southern Glazer's Wine and Spirits – Elijah Craig Barrel Proof Rye

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. for the purchase of 23 cases of #100799 Elijah Craig Barrel Proof Rye 750mL/6 as a Limited Time Offer Request as recommended.

e) Southern Glazer's Wine and Spirits – Glenmorangie Tale of Spices

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Moet Hennessey USA Inc for the purchase of 40 cases of #100806 Glenmorangie Tale of Spices 750mL/6 as a Limited Time Offer Request as recommended.

f) Southern Glazer's Wine and Spirits – Laphroaig Cairdeas 2022 Warehouse 1

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. for the purchase of 10 cases of #007530 – Laphroaig Cairdeas 2022 Warehouse 1 750mL/6 as a Limited Time Offer Request as recommended.

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- g) Southern Glazer's Wine and Spirits – Roku Minori Gin
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. for the purchase of 30 cases of #100801 Roku Minori Gin 750mL/6 as a Limited Time Offer Request as recommended.
- 3. Line Extension Request – October 2025 - Southern Glazer's Wine and Spirits – Ole Smoky Salty Caramel Whiskey 1.75L
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Ole Smoky Distillery, LLC for #100684 Ole Smoky Salty Caramel Whiskey 1.75L as a Line Extension Request as recommended.
- 4. November – April 10% off Non-Alcohol & Accessories Retail Promotion
Approved the recommended November – April 10% off Non-Alcohol & Accessories Retail Promotion, as recommended, from November 23, 2025 through April 26, 2026.
- 5. Purchase Order Request – Mt Washington Distillery
Approved the recommended Purchase Order Request for Mt Washington Distillery as recommended.
- 6. Spirits Test Market Results for Week Ending 09/28/2025
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:
#063807 Crown Royal Blackberry 50mL/60 – \$1.99 (Southern Glazer's Wine and Spirits)
Specialty:
None at this time
Limited:
None at this time
Delist:
#062105 Sean's Original Irish Cream Liqueur 750mL/12 – \$14.99 (Ruby Wines New Hampshire Inc.)
#062816 Franzia Spiked Lemonade 5L/4 – \$19.99 (Southern Glazer's Wine and Spirits)
- 7. Test Market Requests – October 2025:
 - a) Southern Glazer's Wine and Spirits – Ole Smoky Cookies & Cream
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Old Smoky Distillery, LLC to offer #100800 Ole Smoky Cookies & Cream 750mL/6 for Test Market Listing as recommended.
 - b) Stone Fence Beverage – Lucky Seven Kentucky Straight Bourbon Whiskey
Approved the recommended request from Stone Fence Beverage to offer #100748 Lucky Seven Kentucky Straight Bourbon Whiskey 750mL/6 for Test Market Listing as recommended.
 - c) MS Walker – Bird Dog Chocolate Whiskey
Approved the recommended request from MS Walker on behalf of Western Spirits Beverage Co. to offer #002880 Bird Dog Chocolate Whiskey 750mL/6 for Test Market Listing as recommended.
 - d) MS Walker – Cazcanes No. 7 Blanco Tequila
Approved the recommended request from MS Walker to offer #100064 Cazcanes No. 7 Blanco Tequila 750mL/6 for Test Market Listing as recommended.

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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 congratulated the Enforcement Division on the approval of their contract at the October 1 meeting of the Governor and Executive Council. Lieutenant Culver expressed gratitude and enthusiasm to get started on the project. 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 10:45 a.m. the meeting was adjourned.

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