

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 9, 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; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; Jon Holland, DHL

Excused: Justin Gunter, Wine Marketing Specialist

Public: Senator Tim McGough; Representative Julie Miles

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD October 2, 2025.

Chairman Mollica made a motion to accept the minutes from the October 2, 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 111,566 inbound cases and 89,260 outbound cases. Inventory reached 894,686 cases. For comparison, at this time last year, there were 128,388 inbound cases, 85,063 outbound cases, and inventory was 945,769 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

A) Updated Outlet 62 – Recommendation for Outlet Hours

Approved the recommended Updated Outlet 62 – Recommendation for Outlet Hours as recommended.

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After review of the item listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendation as presented by Administrator Richards. Chairman Mollica seconded the motion. The motion was unanimously adopted.

3) Merchandising Report

A) Wine

1. Additional Size Request – Martignetti Companies of NNE
Approved the recommended Additional Size Request – Martignetti Companies of NNE as recommended.
2. Off-Premise Special Discount – Exclusive Grocery Price Busters – December 2025
Approved the recommended Off-Premise Special Discount – Exclusive Grocery Price Busters – December 2025 as recommended.
3. One Time Buy Request for St. Christopher Gluhwein Red – Martignetti Companies of NNE
Approved the recommended One Time Buy Request for St. Christopher Gluhwein Red – Martignetti Companies of NNE as recommended.
4. REVISED NH Off-Premise Special Discount – Price Busters – November & December 2025
Approved the recommended and not recommended REVISED NH Off-Premise Special Discount – Price Busters – November & December 2025 as recommended.
5. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – November 2025
Approved the recommended and not recommended REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – November 2025 as recommended.
6. REVISED November 2025 Special Allowance Offers – Wine:
 - a) Martignetti Companies of NNE
Approved the recommended REVISED November 2025 Special Allowance Offers – Wine from Martignetti Companies of NNE as recommended.
 - b) Pine State Beverage
Approved the recommended REVISED November 2025 Special Allowance Offers – Wine from Pine State Beverage as recommended.
 - c) RNDC New Hampshire
Approved the recommended REVISED November 2025 Special Allowance Offers – Wine from RNDC New Hampshire as recommended.
 - d) Ruby Wines New Hampshire
Approved the recommended REVISED November 2025 Special Allowance Offers – Wine from Ruby Wines New Hampshire as recommended.
 - e) Southern Glazer’s Wine and Spirits
Approved the recommended REVISED November 2025 Special Allowance Offers – Wine from Southern Glazer’s Wine and Spirits as recommended.
 - f) MS Walker
Approved the recommended REVISED November 2025 Special Allowance Offers – Wine from MS Walker as recommended.
7. REVISED December 2025 Special Allowance Offers – Wine:
 - a) Martignetti Companies of NNE
Approved the recommended REVISED December 2025 Special Allowance Offers – Wine from Martignetti Companies of NNE as recommended.

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- b) Pine State Beverage
Approved the recommended REVISED December 2025 Special Allowance Offers – Wine from Pine State Beverage as recommended.
- c) RNDC New Hampshire
Approved the recommended REVISED December 2025 Special Allowance Offers – Wine from RNDC New Hampshire as recommended.
- d) Ruby Wines New Hampshire
Approved the recommended REVISED December 2025 Special Allowance Offers – Wine from Ruby Wines New Hampshire as recommended.
- e) Southern Glazer's Wine and Spirits
Approved the recommended REVISED December 2025 Special Allowance Offers – Wine from Southern Glazer's Wine and Spirits as recommended.
- f) MS Walker
Approved the recommended REVISED December 2025 Special Allowance Offers – Wine from MS Walker 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. NHLC Employee Training and Spirit Tasting – November 2025
Approved the recommended NHLC Employee Training and Spirit Tasting – November 2025 as recommended.
- 2. NHLC In-Store Perfect Pairings Cooking Series – September 2025 (**corrected to October 2025**) – Coupon
Approved the recommended NHLC In-Store Perfect Pairings Cooking Series – September 2025 – Coupon as recommended. Please note that the month of the coupon was CORRECTED to October 2025.
- 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.

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. Additional November and December 2025 Multi-Bottle Offers – Spirits
Approved the recommended Additional November and December 2025 Multi-Bottle Offers – Spirits as recommended.

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2. Late Additional VAP October 2025 Special Allowance Offers – Spirits – Misc Brokers
Approved the recommended Late Additional VAP October 2025 Special Allowance Offers – Spirits from miscellaneous brokers as recommended.
3. Additional November and December 2025 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
Approved the recommended Additional November and December 2025 Special Allowance Offers – Spirits from Southern Glazer’s Wine and Spirits as recommended.
4. Additional VAP November 2025 Special Allowance Offers – Spirits – Misc Brokers
Approved the recommended Additional VAP November 2025 Special Allowance Offers – Spirits from miscellaneous brokers as recommended.
5. Additional VAP December 2025 Special Allowance Offers – Spirits - Southern Glazer’s Wine and Spirits
Approved the recommended Additional VAP December 2025 Special Allowance Offers – Spirits from Southern Glazer’s Wine and Spirits
6. December 2025 E-Coupon Offers – Spirits
Approved the recommended December 2025 E-Coupon Offers – Spirits as recommended
7. Limited Time Offer Requests – October 2025:
 - a) RNDC New Hampshire – GlenDronach 15 Year Revival
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 26 cases of #100862 GlenDronach 15 Year Revival 700mL/6 as a Limited Time Offer Request as recommended.
 - b) Southern Glazer’s Wine and Spirits – Russell’s Reserve 13YR
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Campari America to purchase 50 cases of #006772 Russell’s Reserve 13 YR 750mL/6 as a Limited Time Offer Request as recommended.
 - c) Southern Glazer’s Wine and Spirits – WhistlePig 25YR Single Malt – The Badonkadonk
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of MHW Ltd to purchase 15 cases of #060177 WhistlePig 25YR Single Malt – The Badonkadonk 750mL/1 as a Limited Time Offer Request as recommended.
8. Line Extension Requests – August & November 2025:
 - a) Martignetti Companies of NNE – Ryans Irish Cream 1L
Approved the recommended request from Martignetti Companies of NNE on behalf of Sazerac Co. Inc. for #100656 Ryans Irish Cream 1L/12 as a Line Extension Request as recommended.
 - b) Southern Glazer’s Wine and Spirits – Margaritaville Silver Tequila 750mL
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co. Inc. for #000061 Margaritaville Silver Tequila 750mL/12 as a Line Extension Request as recommended.
 - c) Southern Glazer’s Wine and Spirits – Svedka Vodka 1L
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co. Inc. for #000778 Svedka Vodka 1L/12 as a Line Extension Request as recommended.

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9. One Time Buy Requests – October & November 2025:

a) RNDC New Hampshire – Jack Daniel’s Single Barrel SR Heritage

Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 50 cases of #004171 Jack Daniel’s Single Barrel SR Heritage 750mL/6 as a One Time Buy Request as recommended.

b) Ruby Wines New Hampshire – Turkey Tom 7-Year-Old Bourbon

Approved the recommended request from Ruby Wines New Hampshire to purchase 10 cases of #100825 Turkey Tom 7-Year-Old Bourbon 750mL/4 as a One Time Buy Request as recommended.

c) Stone Fence Beverage – NEBCo Single Barrel Bourbon #1707 and NEBCo Single Barrel Bourbon #1746

Approved the recommended request from Stone Fence Beverage to purchase 18 cases of #100866 NEBCo Single Barrel Bourbon #1707 750mL/12 and 18 cases of #100867 NEBCo Single Barrel Bourbon #1746 750mL/12 as a One Time Buy Request as recommended.

10. Purchase Order Request – NH Distilleries

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

11. REVISED Sweepstakes Request – VIP Visit to WhistlePig Farm “Win a Farm Visit for 5 at WhistlePig Farm in Shoreham, Vermont” Sweepstakes

Approved the recommended REVISED Sweepstakes Request – VIP Visit to WhistlePig Farm “Win a Farm Visit for 5 at WhistlePig Farm in Shoreham, Vermont” Sweepstakes as recommended.

12. Spirits Test Market Results for Week Ending 10/05/2025

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:

#063129 Penelope Wheated Bourbon 750mL/6 – \$39.99 (RNDC New Hampshire)

Specialty:

#062879 Revivalist Garden Gin 700mL/6 – \$39.99 (Southern Glazer’s Wine and Spirits)

#062994 Ole Smoky Blackberry Whiskey 750mL/6 – \$21.99 (Southern Glazer’s Wine and Spirits)

Limited:

None at this time

Delist:

#001549 Exotico Reposado 100% Agave Tequila 750mL/12 – \$19.99 (RNDC New Hampshire)

#005278 El Mayor Cristalino Tequila 750mL/6 – \$41.99 (RNDC New Hampshire)

#062314 Don Q Reserva 7 Rum 750mL/6 – \$30.99 (MS Walker)

13. Test Market Requests – October & November 2025:

a) Martignetti Companies of NNE – XXI Chocolate Martini

Approved the recommended request from Martignetti Companies of NNE to offer #062575 XXI Chocolate Martini 750mL/6 for Test Market Listing as recommended.

b) Southern Glazer’s Wine and Spirits – Recipe 21 Silver Tequila

Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co Inc to offer #062935 Recipe 21 Silver Tequila 1L/12 for Test Market Listing as recommended.

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- c) Southern Glazer's Wine and Spirits – Recipe 21 Triple Sec
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc. to offer #062937 Recipe 21 Triple Sec 1L/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

Senator McGough praised the Commission for the meeting process and spoke highly of the staff in several of our outlet locations. Representative Miles spoke of their gratitude for having the opportunity to tour the DHL warehouse. The Senator and Representative presented the Commission with three commemorative bottles they had acquired that were not part of our collection. Chairman Mollica and Deputy Commissioner Brassard Jordan expressed sincere thanks to Senator McGough and Representative Miles for sharing the commemorative bottles with the Commission and allowing us to place them in our display cases.

At 11:01 a.m. the meeting was adjourned.

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