

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 16, 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

Excused:

Public: No public in attendance

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM THE COMMISSION MEETING HELD October 9, 2025.

Chairman Mollica made a motion to accept the minutes from the October 9, 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 131,174 inbound cases and 94,827 outbound cases. Inventory reached 925,731 cases. For comparison, at this time last year, there were 121,559 inbound cases, 87,382 outbound cases, and inventory was 903,776 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 commented that the Bonus Card program seems to be lifting those numbers.

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 we will be updating the cash register area in our Walpole outlet next week. The outlet will be open normal hours and the work will not impact customer shopping or transactions.

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3) Merchandising Report

A) Wine

1. ADDITIONAL December 2025 Special Allowance Offers – Wine:
 - a) Martignetti Companies of NNE
Approved the recommended ADDITIONAL December 2025 Special Allowance Offers – Wine for Martignetti Companies of NNE as recommended.
 - b) Southern Glazer’s Wine & Spirits
Approved the recommended ADDITIONAL December 2025 Special Allowance Offers – Wine for Southern Glazer’s Wine and Spirits as recommended.
2. December 2025 Special Allowance Offers – Wine – Bay State Wine & Spirits
Approved the recommended December 2025 Special Allowance Offers – Wine for Bay State Wine & Spirits as recommended.&
3. Enter-To-Win Groceries for a Year – October – December 2025 – JaM Cellars – Southern Glazer’s Wine and Spirits
Approved the recommended Enter-To-Win Groceries for a Year – October – December 2025 – JaM Cellars from Southern Glazer’s Wine and Spirits as recommended.
4. Purchase Order Request – Flag Hill Distillery & Winery
Approved the recommended Purchase Order Request from Flag Hill Distillery & Winery as recommended.
5. Roll Out Results for August – September 2025 – EXPAND DISTRIBUTION
Approved the recommended Roll Out Results for August – September 2025 – EXPAND DISTRIBUTION as recommended.
6. Roll Out Results – August 2025 – September 2025 – REMOVE FROM RETAIL
Approved the recommended Roll Out Results – August 2025 – September 2025 – REMOVE FROM RETAIL as recommended.
7. Test Market Results for June – September 2025 – EXPAND DISTRIBUTION
Approved the recommended Test Market Results for June – September 2025 – EXPAND DISTRIBUTION as recommended.
8. Test Results – June – September 2025 – REMOVE FROM RETAIL
Approved the recommended Test Results – June – September 2025 – REMOVE FROM RETAIL as recommended.

For Information Only

9. Status of 2025 Roll Out Items
10. Status of 2025 Test Items

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. 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.

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2. December 2025 NH Liquor & Wine Outlet In-Store Events

Approved the 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. Limited Time Offer Requests – October 2025:

- a) Martignetti Companies of NNE – O'Mara's Dubai Chocolate Style Country Cream
Approved the recommended request from Martignetti Companies of NNE on behalf of MHW Ltd to purchase 50 cases of #100977 O'Mara's Dubai Chocolate Style Country Cream 750mL/12 as a Limited Time Offer Request as recommended.
- b) Martignetti Companies of NNE – Van Gogh Pumpkin Spice Vodka
Approved the recommended request from Martignetti Companies of NNE on behalf of MHW Ltd to purchase 50 cases of #100873 Van Gogh Pumpkin Spice Vodka 750mL/6 as a Limited Time Offer Request as recommended.
- c) RNDC New Hampshire – GlenDronach 30-Year-Old and GlenDronach 40-Year-Old
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 2 cases of #101007 GlenDronach 30-Year-Old 700mL/2 and 1 case of #101008 GlenDronach 40-Year-Old 700mL/1 as a Limited Time Offer Request as recommended.
- d) RNDC New Hampshire – GlenDronach Portwood
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 20 cases of #007426 GlenDronach Portwood 750mL/6 as a Limited Time Offer Request as recommended.
- e) RNDC New Hampshire – Jack Daniel's Black Label, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, and Jack Daniel's Tennessee Apple
Denied the not recommended request from Spirits Marketing Specialist Mike Derderian to purchase the items listed below. The Commission recommended and approved the request from RNDC New Hampshire on behalf of B-F Spirits Ltd. to purchase these cases as a Limited Time Offer Request.
252 cases of TBD # Jack Daniel's Black Label 200mL/48
126 cases of TBD # Jack Daniel's Tennessee Honey 200mL/48
126 cases of TBD # Jack Daniel's Tennessee Fire 200mL/48
126 cases of TBD # Jack Daniel's Tennessee Apple 200mL/48
- f) RNDC New Hampshire – Jack Daniel's Tennessee Whiskey
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 112 cases of #100900 Jack Daniel's Tennessee Whiskey 3L/1 as a Limited Time Offer Request as recommended.
- g) Southern Glazer's Wine and Spirits – Maker's Mark Cellar Aged
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. to purchase 36 cases of #002455 Makers Mark Cellar Aged 750mL/3 as a Limited Time Offer Request as recommended.

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- h) Southern Glazer's Wine and Spirits – Smirnoff Peppermint Twist Vodka
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc. to purchase 300 cases of #003987 – Smirnoff Peppermint Twist Vodka 750mL/12 as a Limited Time Offer Request as recommended.
- 2. Purchase Order Requests:
 - a) Dancing Rabbit
Approved the recommended Purchase Order Request from Dancing Rabbit as recommended.
 - b) Pine State Beverage
Approved the recommended Purchase Order Request from Pine State Beverage as recommended.
 - c) RNDC New Hampshire (Non-Alc)
Approved the recommended Purchase Order Request from RNDC New Hampshire (Non-Alc) as recommended.
- 3. Spirits Test Market Results for Week Ending 10/12/2025
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:
 - #062819 Fee Bros Aztec Chocolate Bitters 5Oz/12 – \$9.49 (RNDC New Hampshire)
 - #063184 Fever Tree Premium Tonic 500mL/8 – \$2.79 (Pine State Beverage)
 - #100205 Fireball Blazing Apple 50mL/120 – \$0.99 (Southern Glazer's Wine and Spirits)**Specialty:**
 - #003113 Codigo 1530 Tequila Rosa 750mL/6 – \$54.99 (Southern Glazer's Wine and Spirits)**Limited:**

None at this time

Delist:
 - #004854 Xicaru Pechuga Mole 750mL/6 – \$59.99 (RNDC New Hampshire)
 - #062831 Adictivo Tequila Anejo 375mL/6 – \$33.99 (RNDC New Hampshire)
 - #062893 Bacardi Gold Rum 50mL/120 – \$1.29 (Southern Glazer's Wine and Spirits)
 - #062924 Jameson Orange 375mL/24 – \$19.99 (Southern Glazer's Wine and Spirits)
- 4. Test Market Requests – October 2025:
 - a) Martignetti Companies of NNE – Galliano L'Autentico
Approved the recommended request from Martignetti Companies of NNE on behalf of MHW Ltd to offer #100874 Galliano L'Autentico 700mL/6 for Test Market Listing as recommended.
 - b) Southern Glazer's Wine and Spirits – Molly's Irish Cream Liqueur
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Shaw-Ross Intl Importers, Inc. to offer #003734 Molly's Irish Cream Liqueur 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.

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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 10:47 a.m. the meeting was adjourned.

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