

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 23, 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 October 23, 2025.

Chairman Mollica made a motion to accept the minutes from the October 16, 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 97,849 inbound cases and 101,884 outbound cases. Inventory reached 923,363 cases. For comparison, at this time last year, there were 102,051 inbound cases, 92,421 outbound cases, and inventory was 940,783 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 outlets are open and ready to serve customers.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 23, 2025 Meeting

3) Merchandising Report

A) Wine

1. Closeout Items – Revised DA Structure
Approved the recommended Closeout Items – Revised DA Structure as recommended.
2. Email Coupons – December 2025
Approved the not recommended Email Coupons – December 2025 as recommended.
3. Monthly Promotional Sale – February 2026 (with correction to include March 2026)
Approved the recommended Monthly Promotional Sale for February 2026 and March 2026 as recommended. Please note the sale has been extended through March 2026.
4. 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.
5. Purchase Order Requests:
 - a) NH Wineries
Approved the recommended Purchase Order Requests from NH Wineries as recommended.
 - b) Smoky Quartz
Approved the recommended Purchase Order Request from Smoky Quartz as recommended.
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/23/2025
Approved the Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores – 10/23/25 as recommended.
7. Request for Wine Specialty Status – Misc Brokers
Approved the recommended Request for Wine Specialty Status from miscellaneous brokers as recommended.
8. ADDITIONAL December 2025 Special Allowance Offers – Wine – Pine State Beverage
Approved the recommended ADDITIONAL December 2025 Special Allowance Offers – Wine from Pine State Beverage as recommended.
9. REVISED December 2025 Special Allowance Offers – Wine - RNDC New Hampshire
Approved the recommended REVISED December 2025 Special Allowance Offers – Wine – from RNDC New Hampshire as recommended.
10. Special Allowance Offers – Wine – January 2026:
Approved the recommended Special Allowance Offers – Wine – January 2026 below:
 - a) Martignetti Companies of NNE as recommended.
 - b) RNDC New Hampshire as recommended.
 - c) Southern Glazer's Wine and Spirits as recommended.
 - d) 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. Chairman Mollica thanked Justin for his work on the closeout items; consumers love the closeout items.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 23, 2025 Meeting

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.
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 – Springfield Scalabrino Basketball Bourbon
Approved the recommended request from Martignetti Companies of NNE to purchase 20 cases of #101017 Springfield Scalabrino Basketball Bourbon 750mL/6 as a Limited Time Offer Request as recommended.
 - b) Martignetti Companies of NNE – Maestro Dobel Cristalino 50 Extra Anejo
Approved the recommended request from Martignetti Companies of NNE on behalf of Proximo Spirits Inc. to purchase 13 cases of #005955 Maestro Dobel Cristalino 50 Extra Anejo 750mL/3 as a Limited Time Offer Request as recommended.
 - c) RNDC New Hampshire – Fentiman's Soda Water
Approved the recommended request from RNDC New Hampshire to purchase 112 cases of #101010 Fentiman's Soda Water 200mL/4pk/6 as a Limited Time Offer Request as recommended.
 - d) RNDC New Hampshire – Glenglassaugh Sandend NAS
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 25 cases of #060771 Glenglassaugh Sandend NAS 700mL/6 as a Limited Time Offer Request as recommended.
 - e) RNDC New Hampshire – Woodford Reserve Barrel Strength Rye
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 141 cases of #100902 Woodford Reserve Barrel Strength Rye 700mL/6 as a Limited Time Offer Request as recommended.
 - f) Southern Glazer's Wine and Spirits – Crown Royal Salted Caramel Whisky
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc. to purchase 616 cases of #001967 Crown Royal Salted Caramel Whisky 750mL/12 as a Limited Time Offer Request as recommended.
 - g) Southern Glazer's Wine and Spirits – Heaven Hill Bourbon 90th Anniversary Edition
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase 64 cases of #101028 Heaven Hill Bourbon 90th Anniversary Edition 750mL/3 as a Limited Time Offer Request as recommended.
 - h) Southern Glazer's Wine and Spirits – Heaven Hill Grain to Glass KY Straight Bourbon Specialty Series, Heaven Hill Grain to Glass High Rye Specialty Series, and Heaven Hill Grain to Glass Wheated Bourbon Specialty Series

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 23, 2025 Meeting

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Heaven Hill Dist. Inc. to purchase the following:

60 cases of #101027 Heaven Hill Grain to Glass KY Straight Bourbon Specialty Series 700mL/6 as recommended.

60 cases of #101026 Heaven Hill Grain to Glass High Rye Specialty Series 700mL/6

15 cases of #101025 Heaven Hill Grain to Glass Wheated Bourbon Specialty Series 700mL/6 as recommended.

- i) Southern Glazer's Wine and Spirits – Knob Creek Eli Manning Single Barrel

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Jim Beam Brands Co. to purchase 40 cases of #101030 Knob Creek Eli Manning Single Barrel 750mL/6 as a Limited Time Offer Request as recommended.

- j) Southern Glazer's Wine and Spirits – Lagavulin Offerman Edition 11yr Caribbean Rum Cask

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc to purchase 75 cases of #060917 Lagavulin Offerman Edition 11yr Caribbean Rum Cask 750mL/6 as a Limited Time Offer Request as recommended.

- k) Southern Glazer's Wine and Spirits – Oban Distiller's Edition

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc to purchase 90 cases of #001870 Oban Distiller's Edition 750mL/6 as a Limited Time Offer Request as recommended.

2. Line Extension Requests – October 2025:

- a) Southern Glazer's Wine and Spirits – Dr McGillicuddy's Apple Pie 1L, Dr McGillicuddy's Butterscotch 1L, and Dr McGillicuddy's Root Beer 1L

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc. for the below as a Line Extension Request.

#101020 Dr McGillicuddy's Apple Pie 1L as recommended.

#101022 Dr McGillicuddy's Butterscotch 1L as recommended.

#101021 Dr McGillicuddy's Root Beer 1L as recommended.

- b) Southern Glazer's Wine and Spirits – Fleischmanns Royal Vodka 750mL

Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co. Inc. for #003687 Fleischmanns Royal Vodka 750mL as a Line Extension Request as recommended.

- c) Southern Glazer's Wine and Spirits – Myers's Original Dark Rum 1L

Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co. Inc. for #101019 Myers's Original Dark Rum 1L as a Line Extension Request as recommended.

3. One Time Buy Requests – October 2025:

- a) RNDC New Hampshire – Jack Daniel's Single Barrel Rye Barrel Proof Tanyard Hill Special Release

Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 20 cases of #100899 Jack Daniel's Single Barrel Rye Barrel Proof Tanyard Hill Special Release 700mL/6 as a One Time Buy Request as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 23, 2025 Meeting

- b) RNDC New Hampshire – Metcalfe’s Cranberry Liqueur
Approved the recommended request from RNDC New Hampshire to purchase 30 cases of #008269 Metcalfe’s Cranberry Liqueur 750mL/6 as a One Time Buy Request as recommended.
 - c) RNDC New Hampshire – Old Forester Single Barrel Rye Barrel Proof
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 11 cases of #100901 Old Forester Single Barrel Rye Barrel Proof 750mL/6 as a One Time Buy Request as recommended.
 - d) RNDC New Hampshire – Woodford Reserve Masters Collection Sweet Oak
Approved the recommended request from RNDC New Hampshire on behalf of B-F Spirits Ltd to purchase 67 cases of #100903 Woodford Reserve Masters Collection Sweet Oak 700mL/6 as a One Time Buy Request as recommended.
 - e) Southern Glazer’s Wine and Spirits – Johnnie Walker Blue Year of the Horse
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Diageo North America Inc to purchase 14 cases of #101029 Johnnie Walker Blue Year of the Horse 750mL/4 as a One Time Buy Request as recommended.
 - f) Southern Glazer’s Wine and Spirits – Old Rip Van Winkle 10yr Bourbon, Pappy Van Winkle 15 Yr Old Bourbon, Pappy Van Winkle Family Reserve 20 Yr, Van Winkle Special Rsv 12 Yr Old Bourbon, and Pappy Van Winkle Family Rsv 23 Yr Old
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co. Inc. to purchase the below as a One Time Buy Request.
49 cases of #000123 Old Rip Van Winkle 10yr Bourbon 750mL/3 as recommended.
5 cases of #000158 Pappy Van Winkle 15 Yr Old Bourbon 750mL/3 as recommended.
2 cases of #000639 Pappy Van Winkle Family Reserve 20 Yr 750mL/3 as recommended.
41 cases of #000704 Van Winkle Special Rsv 12 Yr Old Bourbon 750mL/3 as recommended.
6 cases of #001604 Pappy Van Winkle Family Rsv 23 Yr Old 750mL/3 as recommended.
 - g) Southern Glazer’s Wine and Spirits – Wild Turkey Master’s Keep Beacon
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Campari American to purchase 10 cases of #100990 Wild Turkey Master’s Keep Beacon 750mL/6 as a One Time Buy Request as recommended.
 - h) Southern Glazer’s Wine and Spirits – William Larue Weller KY Bourbon, George T Stagg KY Straight Bourbon, Sazerac KY Straight Rye Whiskey 18 yr, Eagle Rare Straight Bourbon 17 yr, and Thomas T. Handy Sazerac Rye Whiskey
Approved the recommended request from Southern Glazer’s Wine and Spirits on behalf of Sazerac Co. Inc. to purchase below as a One Time Buy Request:
40 cases of #002961 Williams Larue Weller KY Bourbon 750mL/3 as recommended.
68 cases of #002966 George T Stagg KY Straight Bourbon 750mL/3 as recommended.
4 cases of #002971 Sazerac KY Straight Rye Whiskey 18 yr 750mL/3 as recommended.
4 cases of #002972 Eagle Rare Straight Bourbon 17 yr 750mL/3 as recommended.
64 cases of #002983 Thomas T. Handy Sazerac Rye Whiskey 750mL/3 as recommended.
4. Purchase Order Request - Southern Glazer’s Wine and Spirits/Fabrizia
Approved the recommended Purchase Order Request - Southern Glazer’s Wine and Spirits/Fabrizia as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 23, 2025 Meeting

5. Special Allowance Offers – Spirits – January 2026:

- a) Martignetti Companies of NNE
Approved the recommended Special Allowance Offers – Spirits for January 2026 from Martignetti Companies of NNE as recommended.
- b) Pine State Trading
Approved the recommended Special Allowance Offers – Spirits for January 2026 from Pine State Trading as recommended.
- c) RNDC New Hampshire
Approved the recommended Special Allowance Offers – Spirits for January 2026 from RNDC New Hampshire as recommended.
- d) Ruby Wines New Hampshire
Approved the recommended Special Allowance Offers – Spirits for January 2026 from Ruby Wines New Hampshire as recommended.
- e) Southern Glazer's Wine and Spirits
Approved the recommended Special Allowance Offers – Spirits for January 2026 from Southern Glazer's Wine and Spirits as recommended.
- f) MS Walker
Approved the recommended Special Allowance Offers – Spirits for January 2026 from MS Walker as recommended.

6. Spirits Test Market Results for Week Ending 10/19/2025

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:

#063299 High West Old Fashioned Barrel Finished Cocktail 750mL/6 – \$34.99 (RNDC New Hampshire)

#100157 Old Fitzgerald 7yr BIB 700mL/6 - \$69.99 (Southern Glazer's Wine and Spirits)

Specialty:

None at this time

Limited:

#061686 Ostreida Vodka 750mL/6 – \$39.99 (RNDC New Hampshire)

Delist:

#060882 Kahlua Chocolate Sips 750mL/12 – \$23.99 (Southern Glazer's Wine and Spirits)

#063252 Chinola Mango Liqueur 750mL/6 – \$31.99 (Martignetti Companies of NNE)

Note: Test Market Results presented to Commission on 10/23/2025 with incorrect Close Out Price for item #063252 Chinola Mango Liqueur 750mL. Correction resulted in a change of \$422.99 to \$22.99.

7. Test Market Requests – October 2025:

- a) RNDC New Hampshire – Amor Mio Reposado Tequila
Approved the recommended request from RNDC New Hampshire to offer #100960 Amor Mio Reposado Tequila 750mL/6 for Test Market Listing as recommended.
- b) RNDC New Hampshire – Arak Touma King of Arak
Approved the recommended request from RNDC New Hampshire to offer #100962 Arak Touma King of Arak 750mL/12 for Test Market Listing as recommended.
- c) RNDC New Hampshire – De Montal Armagnac V.S.O.P
Approved the recommended request from RNDC New Hampshire to offer #100961 De Montal Armagnac V.S.O.P 750mL/6 for Test Market Listing as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 23, 2025 Meeting

- d) RNDC New Hampshire – G4 Reposado Tequila
Approved the recommended request from RNDC New Hampshire to offer #100033 G4 Reposado Tequila 750mL/6 for Test Market Listing as recommended.
- e) Southern Glazer’s Wine and Spirits – Glenmorangie LaSanta 15yr and Glenmorangie Nectar D’Or 16yr
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer# 1000994 Glenmorangie LaSanta 15yr 750mL/6 and #100995 Glenmorangie Nectar D’Or 16yr 750mL/6 for Test Market Listing as recommended.
- f) Southern Glazer’s Wine and Spirits – Grind Espresso Shot Vanilla
Approved the recommended request from Southern Glazer’s Wine and Spirits to offer #100992 Grind Espresso Shot Vanilla 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 10:51 a.m. the meeting was adjourned.

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