

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 30, 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 23, 2025.

Chairman Mollica made a motion to accept the minutes from the October 23, 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 97,284 inbound cases and 99,729 outbound cases. Inventory reached 918,742 cases. For comparison, at this time last year, there were 95,920 inbound cases, 100,313 outbound cases, and inventory was 942,695 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) Recommended 2025 Holiday Hours

Approved the recommended 2025 Holiday Hours as recommended.

James Richards, Store Operations Administrator, reported that 50 outlet employees will be participating in a training on November 5th as part of Distiller's Week. Outlet employees will have the opportunity to

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 30, 2025 Meeting

learn about a variety of spirits from around the world. Administrator Richards thanked the Marketing Department and industry experts for making this training possible.

3) Merchandising Report

A) Wine

1. ADDITIONAL November 2025 Special Allowance Offers – Wine – Bay State Wine & Spirits
Approved the recommended ADDITIONAL November 2025 Special Allowance Offers – Wine from Bay State Wine & Spirits as recommended.
2. ADDITIONAL December 2025 Special Allowance Offers – Wine – Bay State Wine & Spirits
Approved the recommended ADDITIONAL December 2025 Special Allowance Offers – Wine from Bay State Wine & Spirits
3. October 2025 Cost Change Approval List
Approved the recommended October 2025 Cost Change Approval List as recommended.
4. October 2025 Primary Source Recommendations
Approved the recommended October 2025 Primary Source Recommendations (98 Primary, 105 Imported, 15 Exclusive Agent, and 0 Dual Distribution) as recommended.
5. One Time Buy Request for Josh Cellars Cabernet Sauvignon – Martignetti Companies of NNE
Approved the recommended One Time Buy Request for Josh Cellars Cabernet Sauvignon from Martignetti Companies of NNE as recommended.
6. January 2026 Quarterly Price Decrease One Time Buy – Pine State Beverage
TABLED the recommended January 2026 Quarterly Price Decrease One Time Buy from Pine State Beverage for additional work by the Marketing Department.
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/30/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 10/30/2025 as recommended.
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti Wilson Daniels 10/30/2025
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores from Martignetti Wilson Daniels 10/30/2025 as recommended.
9. Request for Wine Specialty Status – Misc Brokers
Approved the recommended Request for Wine Specialty Status from Miscellaneous Brokers as recommended.
10. Wine Multi Bottle Promotion – January 2026
Approved the recommended Wine Multi Bottle Promotion for January 2026 as recommended.
11. Wine Outlet Price Busters – January 2026
Approved the recommended and not recommended Wine Outlet Price Busters for January 2026 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.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 30, 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 and not recommended December 2025 NH Liquor & Wine Outlet In-Store Events as recommended.
3. January 2026 NH Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended January 2026 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. June 2025 Bi-Annual Spirits Warning Item Review – October 2025
Approved the recommended June 2025 Bi-Annual Spirits Warning Item Review – October 2025 as recommended.
2. Limited Time Offer Requests – October 2025:
 - a) Martignetti Companies of NNE – Bruichladdich Octomore 16.1, Bruichladdich Octomore 16.2 and Bruichladdich Octomore 16.3
Approved the recommended request from Martignetti Companies of NNE on behalf of Remy Cointreau USA to purchase 8 cases of #101123 Bruichladdich Octomore 16.1 700mL/6 and 2 cases of #101124 Bruichladdich Octomore 16.2 700mL/6 and 4 cases of #101125 Bruichladdich Octomore 16.3 700mL/6 as a Limited Time Offer Request as recommended.
 - b) Martignetti Companies of NNE – Dubliner Wachusett
Approved the not recommended request from Martignetti Companies of NNE on behalf of MHW Ltd to purchase 50 cases of TBD# Dubliner Wachusett 750mL/6 as a Limited Time Offer Request as recommended.
 - c) RNDC New Hampshire – Mascota Reposado “Caesar” Pup
Approved the recommended request from RNDC New Hampshire to purchase 30 cases of #101094 Mascota Reposado “Caesar” Pup 750mL/4 as a One Time Buy Request as recommended.
 - d) RNDC New Hampshire – The Macallan Sherry Oak 12 Yr, The Macallan a Night on Earth First Light, The Macallan Litha and The Macallan Harmony Collection Inspired by Phoenix Honey Or
Approved the recommended request from RNDC New Hampshire on behalf of The Edrington Group USA LLC to purchase 15 cases of #101096 The Macallan Sherry Oak 12 Yr 750mL/6 and 50 cases of #101097 The Macallan a Night on Earth First Light 750mL/6 and #101098 The Macallan Litha 750mL/6 and 120 cases of #101099 The Macallan Harmony Collection Inspired by Phoenix Honey Or 750mL/6 as a One Time Buy Request as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 30, 2025 Meeting

- e) Southern Glazer's Wine and Spirits – Skrewball Krew 8pk
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Pernod Ricard USA to purchase 75 cases of #006537 Skrewball Krew 8pk 50mL/8/15 as a One Time Buy Request as recommended.
- f) Tamworth Distilling – Chocorua Rye Whiskey – French Oak Wine Cask Rested
Approved the recommended request from Tamworth Distilling to purchase 22 cases of #101088 Chocorua Rye Whiskey – French Oak Wine Cask Rested 750mL/12 as One Time Buy Request as recommended.
- 3. REVISED December 2025 Line Extension Request for Myers's Original Dark Rum – Sazerac Co Inc – Southern Glazer's Wine and Spirits
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc for #001337 Myer's Rum 1L/12 as a Line Extension Request as recommended.
- 4. Line Extension Requests – October 2025:
 - a) Southern Glazer's Wine and Spirits – Canadian Mist PET 750mL
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc. for TBD# Canadian Mist PET 750mL/12 as a Line Extension Request as recommended.
 - b) Southern Glazer's Wine and Spirits – Don Julio Reposado 1.75L
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Diageo North America Inc for #100805 Don Julio Reposado 1.75L/3 as a Line Extension Request as recommended.
 - c) Southern Glazer's Wine and Spirits – El Toro Gold Tequila 1.75L
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc for #101100 El Toro Gold Tequila 1.75L/6 as a Line Extension Request as recommended.
 - d) Southern Glazer's Wine and Spirits – Hartley VSOP Brandy 1.75L
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc for #001768 Hartley VSOP Brandy 1.75L/6 as a Line Extension Request as recommended.
 - e) Southern Glazer's Wine and Spirits – Taaka Vodka 1L
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc for #TBD Taaka Vodka 1L/12 as a Line Extension Request as recommended.
- 5. October 2025 Spirits Warehouse Only List
Approved the recommended October 2025 Spirit Warehouse Only List (9 Primary, 14 Imported, 0 Exclusive Agent) as recommended.
- 6. One Time Buy Requests – October 2025:
Approved the recommended request from Southern Glazer's Wine and Spirits to purchase the following as recommended:
 - #002011 201 cases of 1792 Single Barrel Bourbon 750mL/6 on behalf of Sazerac Co Inc.
 - #101105 5 cases of Lagavulin 12yr Single Malt Scotch Special Reserve 750mL/6 on behalf of Diageo North America Inc.
 - #101102 5 cases of Oban 12yr Single Malt Scotch Special Reserve 750mL/6 on behalf of Diageo North America Inc.
 - #003045 106 cases of Pinnacle Salted Caramel 750mL/12 on behalf of Jim Beam Brands Co.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 30, 2025 Meeting

#101106 5 cases of Talisker 14 Yr Single Malt Scotch Special Reserve 750mL/6 on behalf of Diageo North America Inc.

#101109 5 cases of Talisker 30 Yr Single Malt Scotch 750mL/3 on behalf of Diageo North America Inc.

7. REVISED Purchase Order Request - Southern Glazer's Wine and Spirits/Fabrizia
Approved the REVISED Purchase Order Request - Southern Glazer's Wine and Spirits/Fabrizia as recommended. This Purchase Order request was originally presented to the Commission on 10/23/2025, with incorrect case recommendations. The recommendation for item #004178 Fabrizia Limoncello 375mL will change from 232 cases to 58 cases and item #004701 Fabrizia Limoncello 750mL will change from 85 cases to 232 cases.
8. Purchase Order Requests:
 - a) Dancing Rabbit
Approved the recommended Purchase Order Request from Dancing Rabbit as recommended.
 - b) Pumpkin Blossum Farm
Approved the recommended Purchase Order Request from Pumpkin Blossum Farm as recommended.
9. Revised 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. Test Market Results previously presented to Commission on 10/23/25 with incorrect Close Out price for item #063252 Chinola Mango Liqueur 750mL. Correction resulted in a change of \$422.99 to \$22.99.
10. Spirits Test Market Results for Week Ending 10/26/2025
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:
#063508 Four Roses Small Batch 50mL/60 – \$2.99 (RNDC New Hampshire)
#100204 Fireball Blazin Apple 750mL/12 – \$15.99 (Southern Glazer's Wine and Spirits)
Specialty:
#063132 Mijenta Anejo Gran Reserva 750mL/6 – \$159.99 (RNDC New Hampshire)
Limited:
None at this time
Delist:
#004441 Giffard Banane du Bresil 750mL/6 – \$34.99 (RNDC New Hampshire)
#062968 Asbach Coffee + Cream Liqueur 700mL/6 – \$19.99 (Southern Glazer's Wine and Spirits)
#063137 Clonakilty Galley Head Irish Whiskey 750mL/6 – \$29.99 (RNDC New Hampshire)
#063149 JD & Coca Cola Variety Pack 355mL/6/4 – \$17.99 (RNDC New Hampshire)
11. Test Market Requests – October 2025:
 - a) Martignetti Companies of NNE – Ponche Kuba Cream Liqueur
Approved the recommended request from Martignetti Companies of NNE on behalf of Remy Cointreau USA to offer #101113 Ponche Kuba Cream Liqueur 700mL/12 for Test Market Listing as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 30, 2025 Meeting

- b) Martignetti Companies of NNE – The Botanist Distillers Strength Gin
Approved the recommended request from Martignetti Companies of NNE on behalf of Remy Cointreau USA to offer #101114 The Botanist Distillers Strength Gin 750mL/6 for Test Market Listing as recommended.
 - c) Southern Glazer's Wine and Spirits – Barton Naturals Vodka
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc to offer #101023 Barton Naturals Vodka 1.75L/6 for Test Market Listing as recommended.
 - d) Southern Glazer's Wine and Spirits – Granite State Diluted Vodka
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc to offer #TBD Granite State Diluted Vodka 1.75L/6 for Test Market Listing as recommended.
 - e) Southern Glazer's Wine and Spirits – Hennessy VSOP Cognac
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Moet Hennessey USA Inc to offer #000580 Hennessy VSOP Cognac 1L/12 for Test Market Listing as recommended.
 - f) Southern Glazer's Wine and Spirits – Pantalones Organic Tequila Reposado
Approved the recommended request from Southern Glazer's Wine and Spirits on behalf of Park Street Imports LLC to offer #101024 Pantalones Organic Tequila Reposado 750mL/6 for Test Market Listing as recommended.
 - g) Southern Glazer's Wine and Spirits – Paul Masson XO Brandy
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc to offer TBD# Paul Masson XO Brandy 750mL/12 for Test Market Listing as recommended.
 - h) Southern Glazer's Wine and Spirits – Rain Handcrafted Vodka
Approved the not recommended request from Southern Glazer's Wine and Spirits on behalf of Sazerac Co Inc to offer #101101 Rain Handcrafted Vodka 1.75L/6 for Test Market Listing as recommended. **Please note that the memo subject line incorrectly noted Barton Naturals Vodka instead of Rain Handcrafted Vodka 1.75L. It was corrected at the Commission Meeting.**
 - i) Southern Glazer's Wine and Spirits – XXL Brandy Blackberry and XXL Brandy Sweet Peach
Approved the not recommended request from Southern Glazer's Wine and Spirits to offer TBD# XXL Brandy Blackberry 750mL/12 and TBD# XXL Brandy Sweet Peach 750mL/12 for Test Market Listing as recommended.
 - j) MS Walker – Suavecito Blanco Tequila, Suavecito Reposado Tequila and Suavecito Anejo Tequila
Approved the recommended request from MS Walker to offer #101014 Suavecito Blanco Tequila 750mL/6 and not recommended #TBD Suavecito Reposado Tequila and Suavecito Anejo Tequila both 750mL/6 for Test Market Listing as recommended.
12. Voluntary Request for Delist – Cape Horn Anejo Tequila (064122)
Approved the recommended request from Ruby Wines on behalf of Cape Horn Tequila to request #064122 Cape Horn Anejo Tequila 750mL/6 to voluntary request for delist as recommended.

NEW HAMPSHIRE LIQUOR COMMISSION

Minutes of October 30, 2025 Meeting

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 11:00 a.m. the meeting was adjourned.

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