

New Hampshire Liquor Commission

Minutes of June 4, 2026 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; General Manager Jon Holland, DHL.

Excused:

Public:

No public in attendance

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes from the Commission Meeting held May 28, 2026.

Chairman Mollica made a motion to accept the minutes from the May 28, 2026 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. General Manager Holland reported 69,497 inbound cases and 94,083 outbound cases. Inventory reached 838,314 cases. For comparison, at this time last year, there were 71,940 inbound cases, 85,344 outbound cases, and inventory was 925,024 cases. Everything was picked and ready to ship on time in the warehouse, and all KPI's were met. The site continues to run efficiently.

Chairman Mollica inquired about inbound cases. General Manager Holland reported that this week is a good week with over 100,000 cases coming in. Next week starts out good and then tapers but there is still plenty of time to schedule.

IV. Marketing and Sales

1) Mark Roy, Director of Marketing, reported on 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.

Deputy Commissioner Brassard Jordan asked Director Roy if he was getting responses from the brokers regarding the letters of Administrative Notices of Non-Compliance that are being sent out. Director Roy indicated that he and Audrey are working with brokers to get responses in a timely fashion; some are more responsive than others. They will continue working on this effort. Deputy Commissioner Brassard Jordan noticed there are a lot of out of stock items from Southern Glazer's Wine & Spirits without expected dates.

2) Store Operations Update

James Richards, Store Operations Administrator, reported that outlets are stocked and ready to promote several outstanding promotions for the month of June. They are also preparing for the start of Bike Week.

3) Merchandising

A) Wine

1. May 2026 Primary Source Recommendations

Approved the recommended May 2026 Primary Source Recommendations (110 Primary, 178 Imported, 14 Exclusive Agent, and 0 Dual Distribution) as recommended.

2. Additional Wine Multi Bottle Promotion – RNDC July and August 2026

Approved the recommended Additional Wine Multi Bottle Promotion – RNDC July and August 2026 as recommended.

3. Revised Roll Out Requests – Multiple Brokers – August 2026

Approved the recommended and not recommended Revised Roll Out Requests – Multiple Brokers – August 2026 as recommended.

4. Revised Test Market Requests – Multiple Brokers – August 2026

Approved the recommended and not recommended Revised Test Market Requests – Multiple Brokers – August 2026 as recommended.

5. One Time Buy Request – Taittinger Brut Reserve FIFA World Cup – RNDC

Approved the recommended One Time Buy Request – Taittinger Brut Reserve FIFA World Cup – RNDC as recommended.

6. One Time Purchase for our Power Buy Program – Martignetti Companies of Northern New England – Serge Dore Selections

Approved the recommended and not recommended One Time Purchase for our Power Buy Program – Martignetti Companies of Northern New England – Serge Dore Selections as recommended.

7. Purchase Order Request – New Hampshire Wineries

Approved the recommended Purchase Order Request from New Hampshire Wineries as recommended.

8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/04/2025

Approved the Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/04/2025 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. August 2026 New Hampshire Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended August 2026 New Hampshire Liquor & Wine Outlet In-Store Events as recommended.
2. September 2026 New Hampshire Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended September 2026 New Hampshire 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. Tabled Revised – February 2026 Multi-Bottle Offers – Spirits
Approved the request to leave this item on the TABLE for additional work from Marketing.
2. May 2026 Cost Change Approval List
Approved the recommended May 2026 Cost Change Approval List as recommended.
3. May 2026 Spirit Warehouse Only List
Approved the recommended May 2026 Primary Source Recommendations (24 Primary, 9 Imported, 0 Exclusive Agent) as recommended.
4. Revised – June 2026 Additional Multi Bottle Offer – Spirits
Approved the recommended Revised – June 2026 Additional Multi Bottle Offer – Spirits as recommended.
5. July 2026 E-Coupon Offers – Spirits
Approved the recommended July 2026 E-Coupon Offers – Spirits as recommended.
6. July 2026 Multi-Bottle Offers – Spirits
Approved the recommended July 2026 Multi-Bottle Offers – Spirits as recommended.
7. July and August 2026 Outlet Price Busters Offers – Spirits
Approved the recommended July and August 2026 Outlet Price Busters Offers – Spirits as recommended.
8. August 2026 E-Coupon Offers – Spirits
Approved the recommended August 2026 E-Coupon Offers – Spirits as recommended.
9. Limited Time Offer Requests – May and June 2026:
 - a) Southern Glazer's Wine & Spirits – Bulleit Whiskey Sour Cocktail
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Diageo North America Inc. to purchase 250 cases of #102881 Bulleit Whiskey Sour Cocktail 100mL/4/8 as a Limited Time Offer Request as recommended.
 - b) Southern Glazer's Wine & Spirits – Fireball Blazin Apple
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Sazerac Company to purchase 250 cases of #100496 Fireball Blazin Apple 50mL/10/12 as a Limited Time Offer Request as recommended.
10. One Time Buy Requests – May, June and July 2026:
 - a) Pine State Trading Co., LLC – America's Point Distillery 250 Year of Freedom Aged Bourbon and America's Point Distillery 250 Years of Freedom Vodka
Approved the recommended request from Pine State Trading Co., LLC to purchase 100 cases of #102914 America's Point Distillery 250 Year of Freedom Aged Bourbon 750mL/6 and 100 cases of #102915 America's Point Distillery 250 Years of Freedom Vodka 750mL/6 as a One Time Buy Request as recommended.

- b) Pine State Trading Co., LLC – Blue Run KS Bourbon Whiskey High Rye Custom Butterfly Series
Approved the recommended request from Pine State Trading Co., LLC on behalf of Park Street Imports, LLC. to purchase 127 cases of #102909 Blue Run KS Bourbon Whiskey High Rye Custom Butterfly Series 750mL/6 as a One Time Buy Request as recommended.
- c) RNDC – Penelope American Light 18 Year Whiskey and Penelope Architect New England Coastal Blend
Approved the recommended request from RNDC on behalf of Luxco Inc to purchase 50 cases of #102873 Penelope American Light 18 Year Whiskey 750mL/6 and 128 cases of #102874 Penelope Architect New England Coastal Blend 750mL/6 as a One Time Buy Request as recommended.
- d) Southern Glazer's Wine & Spirits – Malibu Rum and Malibu Pink Rum
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Pernod Ricard USA to purchase 280 cases of #102879 Malibu Rum 100mL/48 and 280 cases of #102880 Malibu Pink Rum 100mL/48 as a One Time Buy Request as recommended.
- e) Southern Glazer's Wine & Spirits – Orphan Barrel Night Sage 25YR
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Diageo North America Inc to purchase 16 cases of #102882 Orphan Barrel Night Sage 25YR 750mL/6 as a One Time Buy Request as recommended.

11. Purchase Order Requests:

- a) Flag Hill Distillery
Approved the recommended Purchase Order Request from Flag Hill Distillery as recommended.
- b) Pine State Trading Co., LLC/Fever Tree
Approved the recommended Purchase Order Request from Pine State Trading Co., LLC/Fever Tree as recommended.

12. Spirits Test Market Results for Week Ending 05/31/2026

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:

#008546 1800 Coconut 1L/6 – \$35.00 (Martignetti Companies of Northern New England)
#101472 Kim Crawford Illuminate Alcohol-Removed Sauvignon Blanc 750mL/12 – \$15.00 (RNDC)

Specialty:

None at this time

Limited:

None at this time

Delist:

None at this time

13. Test Market Requests – June and July 2026:

- a) RNDC – Penelope Cocktails Blackberry Old Fashioned
Approved the recommended request from RNDC on behalf of Luxco Inc. to offer #102875 Penelope Cocktails Blackberry Old Fashioned 750mL/6 for Test Market Listing as recommended.

- b) Southern Glazer's Wine & Spirits – Mermaid Gin
Approved the recommended request from Southern Glazer's Wine & Spirits on behalf of Park Street Imports LLC to offer #102878 Mermaid Gin 750mL/6 for Test Market Listing as recommended.
- c) M.S. Walker – Bird Dog Strawberry Whiskey
Approved the recommended request from M.S. Walker on behalf of Western Spirits Beverage Co. to offer #004053 Bird Dog Strawberry Whiskey 750mL/6 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 10:46 a.m. the meeting was adjourned.

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