

New Hampshire Liquor Commission

Minutes of August 27, 2026 Meeting

Meeting commenced at 2:00 p.m.

Present:

Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Ed Gregory, Regional Supervisor Area 2; Justin Gunter, Wine Marketing Specialist; Mike Derderian, Spirits Marketing Specialist; Director Mark Armaganian, Enforcement; General Manager Jon Holland, DHL.

Excused: Mark Roy, Director of Marketing, Merchandising, and Warehousing

Public:

No public in attendance

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes from the Commission Meeting held August 20, 2026.

Chairman Mollica made a motion to accept the minutes from the August 20, 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 113,948 inbound cases and 105,359 outbound cases. Inventory reached 961,222 cases. For comparison, at this time last year, there were 105,664 inbound cases, 96,918 outbound cases, and inventory was 865,103 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.

IV. Marketing and Sales

1) James Richards, Store Operations Administrator, reported on Administrative Notices in the absence of Director Mark Roy.

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 all is going well in the outlets.

3) Merchandising

A) Wine

1. Revised September 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England
Approved the recommended Revised September 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England as recommended.
2. Revised November 2026 Special Allowance Offers – Wine:
 - a) Martignetti Companies of Northern New England
Approved the recommended Revised November 2026 Special Allowance Offers – Wine - Martignetti Companies of Northern New England as recommended.
 - b) Pine State Trading Co., LLC
Approved the recommended Revised November 2026 Special Allowance Offers – Wine - Pine State Trading Co., LLC as recommended.
 - c) Ruby Wines
Approved the recommended Revised November 2026 Special Allowance Offers – Wine – Ruby Wines as recommended.
3. Revised Wine Multi Bottle Promotion – August 2026
Approved the recommended and not recommended Revised Wine Multi Bottle Promotion – August 2026 as recommended.
4. Additional Roll Out Requests – Multiple Brokers – October 2026
Approved the recommended Additional Roll Out Requests – Multiple Brokers – October 2026 as recommended
5. August 2026 Cost Change Approval List
Approved the recommended August 2026 Cost Change Approval List as recommended,
6. E-mail Coupons – October 2026 Multiple Brokers
Approved the recommended and not recommended E-mail Coupons – October 2026 Multiple Brokers as recommended.
7. Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2026
Approved the recommended and not recommended Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2026 as recommended.
8. On-Premise Special Discount – October 2026
Approved the recommended On-Premise Special Discount – October 2026 as recommended.
9. One Time Buy Request – Duboeuf Beaujolais Nouveau – Ruby Wines
Approved the recommended request from Ruby Wines to purchase 448 cases of #016380 Duboeuf Beaujolais Nouveau 750mL/12 as a One Time Buy Request as recommended.
10. One Time Buy Request – Neyers Ranch Napa Cabernet Sauvignon – Martignetti Companies of Northern New England
TABLED the One Time Buy request from Martignetti Companies of Northern New England to purchase 560 cases of TBD Neyers Ranch Napa Cabernet Sauvignon 750mL/6 for additional work from Marketing.
11. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
Approved the recommended One Time Purchase for our Power Buy Program – Miscellaneous Brokers as recommended.
12. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 08/27/2026

Approved the Recommended and Not Recommended Allocated Wines for distribution to Store 8/27/2026 as recommended.

13. Request for Wine Specialty Status – Misc Brokers

Approved the recommended and not recommended Request for Wine Specialty Status – Misc Brokers as recommended.

14. Roll Out Results June – July 2026 Expand Distribution

Approved the recommended Roll Out Results June – July 2026 Expanded Distribution as recommended.

15. Roll Out Results June – July 2026 Remove from Retail

Approved the recommended Roll Out Results June – July 2026 Remove from Retail as recommended.

16. Test Market Results April – July 2026 Expand Distribution

Approved the recommended Test Market Results April – July 2026 Expanded Distribution as recommended.

17. Test Market Results April – July 2026 Remove from Retail

Approved the recommended Test Market Results April – July 2026 Remove from Retail as recommended.

18. Vendor Request Closeout Pricing with Additional Purchases – RNDC

Approved the recommended Vendor Closeout Pricing with Additional Purchases – RNDC as recommended.

19. Wine Multi Bottle Promotion – October 2026

Approved the recommended and not recommended Wine Multi Bottle Promotion – October 2026 as recommended.

20. Wine Outlet Price Busters – October 2026

Approved the recommended and not recommended Wine Outlet Price Busters – October 2026 as recommended.

For Information:

21. Status of 2026 Roll Out Items

22. Status of 2026 Test Market 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. New Hampshire Liquor Commission In-Store Perfect Pairings Cooking Series – September 2026 – Coupon

Approved the recommended New Hampshire Liquor Commission In-Store Perfect Pairings Cooking Series – September 2026 – Coupon as recommended.

2. September 2026 New Hampshire Liquor & Wine Outlet In-Store Events

Approved the 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. Additional VAP Allowance Offers – October 2026 – Spirits – Southern Glazer’s Wine & Spirits
Approved the recommended Additional VAP Allowance Offers – October 2026 – Spirits – Southern Glazer’s Wine & Spirits as recommended.
2. Limited Time Offer Requests – August & September 2026:
 - a) Martignetti Companies of Northern New England – Crop Spiced Pumpkin Vodka
Approved the not recommended Limited Time Offer Request from Martignetti Companies of Northern New England to purchase 75 cases of #5861 Crop Spiced Pumpkin Vodka 750mL/6 as recommended.
 - b) Pine State Trading, LLC – Buzzballz Cocktails Pop Tarts Frosted S’mores and Buzzballz Cocktails Pop Tarts Frosted Brown Sugar Cinnamon
Approved the recommended Limited Time Offer Request from Pine State Trading, LLC on Behalf of Sazerac Company to purchase 240 cases of #103571 Buzzballz Cocktails Pop Tarts Frosted S’mores 200mL/24 as recommended and 240 Cases of #103572 Buzzballz Cocktails Pop Tarts Frosted Brown Sugar Cinnamon 200mL/24 as recommended.
 - c) Southern Glazer’s Wine & Spirits – Arran SM Sauternes Cask Finish, Arran SM Port Cask Finish, Arran SM Amarone Cask Finish, Arran SM Sherry Cask Finish, Lagg SM Kilmory Edition, Lagg SM Corriecravie Edition, Arran Remnant Renegade, and Arran 18 Year Single Malt
Approved the recommended Limited Time Offer Request from Southern Glazer’s Wine & Spirits on Behalf of Hotaling & Co LLC to purchase 20 cases of #100583 Arran SM Sauternes Cask Finish 700mL/6, 20 cases of #100584 Arran SM Port Cask Finish 700mL/6, 20 cases of #100585 Arran SM Amarone Cask Finish 700mL/6, 20 cases of #100586 Arran SM Sherry Cask Finish 700mL/6, 10 cases of #100587 Lagg SM Kilmory Edition 700mL/6, 10 cases of #100588 Lagg SM Corriecravie Edition 700mL/6, 10 cases of TBD Arran Remnant Renegade 700mL/6, and 3 cases of TBD Arran 18 Year Single Malt 700mL/6 as recommended.
 - d) Southern Glazer’s Wine & Spirits – Bailey’s Candy Cane
Approved the recommended Limited Time Offer Request from Southern Glazer’s Wine & Spirits on Behalf of Diageo North America Inc to purchase 98 cases of #103483 Bailey’s Candy Cane 50mL/4/15 as recommended.
 - e) Southern Glazer’s Wine & Spirits – Hibiki Harmony Momoyama Japanese Whisky
Approved the recommended Limited time Offer Request from Southern Glazer’s Wine & Spirits on Behalf of Jim Beam Brands Co to purchase 20 cases of #103477 Hibiki Harmony Momoyama Japanese Whisky 750mL/6 as recommended.
 - f) Southern Glazer’s Wine & Spirits – Jim Beam Pin Bottle 8 yr
Approved the recommended Limited Time Offer Request from Southern Glazer’s Wine & Spirits on Behalf of Jim Beam Brands Co to purchase 30 cases of #103478 Jim Beam Pin Bottle 8 Yr 750mL/12 as recommended.
3. Line Extension Requests – August & September 2026:
 - a) Pine State Trading Co., LLC – Buzzball Cocktails Biggies Choco Tease, Buzzballz Cocktails Boulders Berry Cherry Limeade, and Buzzballz Cocktails Boulders Strawberry ‘Rita
Approved the recommended Line Extension Request from Pine State Trading Co., LLC on Behalf of Sazerac Co Inc for #103576 Buzzball Cocktails Biggies Choco Tease 1.75L/3, #103578 Buzzballz Cocktail Boulders Berry Cherry Limeade 3L/3,

and #103579 Buzzballz Cocktail Boulders Strawberry 'Rita 3L/3 as a Line Extension Request as recommended.

- b) Southern Glazer's Wine & Spirits – Smirnoff Blueberry Vodka 1L, Smirnoff Vanilla Vodka 1L, Smirnoff Raspberry Vodka 1L, and Smirnoff Orange Vodka 1L
Approved the recommended Line Extension Request from Southern Glazer's Wine & Spirits on Behalf of Diageo North American Inc for #000764 Smirnoff Blueberry Vodka 1L/12, #000912 Smirnoff Vanilla Vodka 1L/12, #000913 Smirnoff Raspberry Vodka 1L/12, and #000914 Smirnoff Orange Vodka 1L/12 as a Line Extension Request as recommended.
- c) M.S. Walker – Chopin Vodka 375mL
Approved the not recommended Line Extension Request from MS Walker for #103220 Chopin Vodka 375mL/12 as a Line Extension Request as recommended.
- 4. October 2026 through March 2027 10% off Non-Alcohol & Accessories Retail Promotion
Approved the recommended October 2026 through March 2027 10% off Non-Alcohol & Accessories Retail Promotion as recommended.
- 5. One Time Buy Request – August 2026:
 - a) Pine State Trading Co., LLC – Blue Run KS Bourbon Whiskey Chosen BIB 100 Proof, Blue Run KS Bourbon Whiskey Chosen Aged 10+ Years 121 Proof, and Blue Run KS Bourbon Whiskey Chosen Rye 121.6 Proof
Approved the recommended One Time Buy Request from Pine State Trading Co., LLC on Behalf of Park Street Imports, LLC to purchase 34 cases of #103261 Blue Run KS Bourbon Whiskey Chosen BIB 100 Proof 750mL/6, 24 cases of #103262 Blue Run KS Bourbon Whiskey Chosen Aged 10+ Years 121 Proof 750mL/6, and 32 cases of #103263 Blue Run KS Bourbon Whiskey Chosen Rye 121.6 Proof as a One Time Buy Request as recommended.
- 6. Purchase Order Requests:
 - a) NHLC/True Fabrications
Approved the recommended Purchase Order Request for NHLC/True Fabrications as recommended.
 - b) Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC
Approved the recommended Purchase Order Request for Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC as recommended.
 - c) Tamworth Distilling
Approved the recommended Purchase Order Request for Tamworth Distilling as recommended.
- 7. RNDC – Close Out Offers
Approved the recommended RNDC Closeout Offers as recommended.
- 8. Spirits Test Market Results for Week Ending 08/16/2026
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:

#100554 Mad River Double Tapped Maple Bourbon Whiskey 750mL/6 - \$44.00 (M.S. Walker)

#102409 Aperol Spritz RTD 200mL/4/6 - \$15.00 (Southern Glazer's Wine & Spirits)

Specialty:

#101598 Johnnie Walker Black Cask 750mL/12 - \$44.00 (Southern Glazer's Wine & Spirits)

Limited:

None at this time

Delist:

#101532 Absolut Tabasco 750mL/12 - \$22.00 (Southern Glazer's Wine & Spirits)

9. Spirits Test Market Results for Week Ending 08/23/2026

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:

#101969 Jack Daniel's Tennessee Blackberry 50mL/120 - \$3.00 (Southern Glazer's Wine & Spirits)

#102479 On The Rocks Variety Pack 355mL/8/3 - \$22.00 (Southern Glazer's Wine & Spirits)

#102795 Lunazul Blanco Tequila 375mL/12 - \$15.00 (Southern Glazer's Wine & Spirits)

Specialty:

None at this time

Limited:

#101504 Chicken Cock Wheated Kentucky Straight Bourbon Whiskey 750mL/6 - \$60.00 (Ruby Wines)

Delist:

None at this time

10. Test Market Requests – August & September 2026:

a) Southern Glazer's Wine & Spirits – Kahlua White Chocolate Sips

Approved the recommended request from Southern Glazer's Wine & Spirits on Behalf of Pernod Ricard USA to offer #060881 Kahlua White Chocolate Sips 750mL/12 for Test Market Listing as recommended.

b) Southern Glazer's Wine & Spirits – Peg Leg Porker Tennessee Straight Bourbon Whiskey

Approved the recommended request from Southern Glazer's Wine & Spirits on Behalf of Peg Leg Porker Spirits LLC to offer #103475 Peg Leg Porker Tennessee Straight Bourbon Whiskey 750mL/6 for Test Market Listing as recommended.

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Derderian. **Deputy Commissioner Brassard Jordan recused herself from the review of the Spirits items as she assisted the team in Director Roy's absence.**

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 2:19 p.m. the meeting was adjourned.

Minutes prepared and submitted by:

Wendy Olcott, Administrative Assistant

Office of the Commissioners