

New Hampshire Liquor Commission

Minutes of September 03, 2026 Meeting

Meeting commenced at 10:30 a.m.

Present: Chairman Joseph Mollica; Ed Gregory, Acting Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Director Mark Armaganian, Enforcement; General Manager Jon Holland, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; Mark Roy, Director of Marketing, Merchandising, and Warehousing; James Richards, Store Operations Administrator; Mike Derderian, Spirits Marketing Specialist.

Public:

No public in attendance

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes from the Commission Meeting held August 27, 2026.

Chairman Mollica accepted the minutes from the August 27, 2026 Commission Meeting.

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 115,739 inbound cases and 107,266 outbound cases. Inventory reached 968,938 cases. For comparison, at this time last year, there were 85,472 inbound cases, 99,760 outbound cases, and inventory was 838,225 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.

General Manager Holland acknowledged that inventory is building to the million-case mark.

Chairman Mollica stated that the timing will be good on the increased inventory, as we approach the October/November Bonus Card promotion.

IV. Marketing and Sales

1) Justin Gunter, Wine Marketing Specialist, reported on Administrative Notices in the absence of Director Mark Roy.

A) Director Mark Roy

1. October 2026 Quarterly Price Changes

Approved the recommended October 2026 Quarterly Price Changes as recommended.

After review of the item listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

For Information Only:

B) 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

Ed Gregory, Acting Store Operations Administrator, reported that he has had a smooth transition into his new position as Acting Administrator. The new supervisor training is going well; that supervisor will be responsible for six outlets. The Bonus Card promotion ended strong and sales were up. We're headed into a new monthly sale, and soon football season will be good for sales.

3) Merchandising

A) Wine

1. Revised One Time Buy Request – Duboeuf Beaujolais Nouveau – Ruby Wines
Approved the recommended Revised One Time Buy Request – Duboeuf Beaujolais Nouveau – Ruby Wines as recommended.
2. Revised One Time Purchase for our Power Buy Program – Miscellaneous Brokers
Approved the recommended Revised One-Time Purchase for our Power Buy Program – Miscellaneous Brokers as recommended.
3. Revised Purchase Order Request – Hermit Woods
Approved the recommended Revised Purchase Order Request – Hermit Woods as recommended.
4. Revised Roll Out Requests – Multiple Brokers – September 2026
Approved the recommended Revised Roll Out Requests – Multiple Brokers – September 2026 as recommended.
5. Revised Roll Out Requests - Multiple Brokers – October 2026
Approved the recommended Revised Roll Out Requests – Multiple Brokers – October 2026 as recommended.
6. Revised October 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England
Approved the recommended Revised October 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England as recommended.
7. Revised November 2026 Special Allowance Offers – Wine – Southern Glazer's Wine & Spirits
Approved the recommended Revised November 2026 Special Allowance Offers – Wine – Southern Glazer's Wine & Spirits as recommended.
8. Revised Version Two November 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England
Approved the recommended Revised Version Two November 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England as recommended.
9. Revised Test Market Requests – Multiple Brokers – October 2026
Approved the recommended and not recommended Revised Test Market Requests – Multiple Brokers – October 2026 as recommended.

10. Revised Vendor Request Closeout Pricing with Additional Purchase – RNDC
Approved the recommended Revised Vendor Request Closeout Pricing with Additional Purchase – RNDC as recommended.
11. Tabled One Time Buy Request – Neyers Ranch Napa Cabernet Sauvignon – Martignetti Companies of Northern New England
Approved the request to leave the Tabled One Time Buy Request – Neyers Ranch Napa Cabernet Sauvignon from Martignetti Companies of Northern New England on the table for additional research.
12. One Time Buy Request – Fontanafredda Silver Label Gavi – Martignetti Companies of Northern New England
Approved the recommended One Time Buy Request – Fontanafredda Silver Label Gavi – Martignetti Companies of Northern New England as recommended.
13. One Time Buy Request – Planeta Cerasuolo di Vittoria DOCG – Martignetti Companies of Northern New England
Approved the recommended One Time Buy Request – Planeta Cerasuolo di Vittoria DOCG – Martignetti Companies of Northern New England as recommended.
14. One Time Buy Request – Saracina Sauvignon Blanc and Saracina Chardonnay – Martignetti Companies of Northern New England
Approved the recommended One Time Buy Request – Saracina Sauvignon Blanc and Saracina Chardonnay – Martignetti Companies of Northern New England as recommended.
15. Primary Source Recommendations - August 2026
Approved the recommended Primary Source Recommendations - August 2026 (75 Primary, 109 Imported, 15 Exclusive Agent, and 0 Dual Distribution) as recommended.
16. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 09/03/2026
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 09/03/2026 as recommended.

After review of the Wine items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

B) Tasting Events

1. 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.
2. October 2026 New Hampshire Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended October 2026 New Hampshire Liquor & Wine Outlet In-Store Events as recommended.
3. November 2026 New Hampshire Liquor & Wine Outlet In-Store Events
Approved the recommended and not recommended November 2026 New Hampshire Liquor & Wine Outlet In-Store Events as recommended.

After review of the Tasting Events listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

C) Spirits

1. Additional Allowance Offers – Spirits – October 2026:
 - a) Martignetti Companies of Northern New England
Approved the recommended Additional Allowance Offers – Spirits – October –2026 from Martinetti Companies of Northern New England as recommended.
 - b) Southern Glazer’s Wine & Spirits
Approved the recommended Additional Allowance Offers – Spirits – October – 2026 from Southern Glazer’s Wine and Spirits as recommended.
2. December 2026 Special Allowance Offers – Spirits – BayState Wines
Approved the recommended December 2026 Special Allowance Offers – Spirits from Bay State Wines as recommended.
3. Purchase Order Request – Pine State Trading Co., LLC Fever Tree
Approved the recommended Purchase Order Request from Pine State Trading Co., LLC/Fever Tree as recommended.
4. Spirit Warehouse Only List – August 2026
Approved the recommended Spirit Warehouse Only List – August 2026 (47 Primary Source, 2 Imported, and 0 Exclusive Agent) as recommended.
5. Spirits Test Market Results for Week Ending 08/30/2026
Approved the recommended Full Distribution and Delist Spirits Test Market Results for Week Ending 08/30/2026 as recommended.
Full Distribution:
#063043 Clase Azul Reposado Tequila 375mL/6 - \$125.00 (Southern Glazer’s Wine & Spirits)
#100624 Smirnoff Espresso Vodka 50mL/120 - \$1.50 (Southern Glazer’s Wine & Spirits)
#100833 Yes Way Rose Non Alc 750mL/12 - \$17.00 (Pine State Trading Co., LLC)
#101399 Rhum J.M. Terroir Volcanique Rum 700mL/6 - \$43.00 (Ruby Wines)
Specialty:
None at this time
Limited:
None at this time
Delist:
#101486 Three Chord Strange Collab Pinot Finished Bourbon 750mL/6 - \$50.00 (M.S. Walker)
#101424 Wilderness Trail High Rye Bourbon 750mL/6 - \$50.00 (Southern Glazer’s Wine & Spirits)
6. Test Market Request for Minden Mill Bourbon – September 2026 – Southern Glazer’s Wine & Spirits
Approved the recommended request from Southern Glazer’s Wine & Spirits to offer #100972 Minden Mill Bourbon 750mL/6 for Test Market Listing as recommended.
7. VAP Hitchhiker Submission – September 2026
Approved the recommended VAP Hitchhiker Submission – September 2026 as recommended.

After review of the Spirits items listed above, Chairman Mollica accepted the recommendations as presented by Mr. Gunter.

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

Chairman Mollica acknowledged that Lindsey Hauser would be responsible for some of the Commission reports in the weeks ahead and Wendy Olcott would be moving on to a new position.

At 10:44 a.m. the meeting was adjourned.

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

Lindsey Hauser, Program Specialist
Enforcement Division