

New Hampshire Liquor Commission

Minutes of September 17, 2026 Meeting

**Please note that the September 24, 2026 Commission meeting is being moved to
Wednesday, September 23, 2026 at 10:30 a.m.**

Meeting commenced at 10:30 a.m.

Present:

Chairman Joseph Mollica; Ed Gregory, Acting Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Lieutenant Matthew Culver, 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; Director Mark Armaganian, Enforcement.

Public:

No public in attendance

Attended for Employee Certificate Presentation: Maurice Gerow, Nicole Brassard Jordan, Andrew Davis, Mark Armaganian, Matthew Feinberg, Mike Larochelle, Matthew Olson, Pam Gerow, Seth Gerow

I. Pledge of Allegiance

Employee Certificate Presentation:

Administrator, Real Estate, Leasing and Facilities, Andrew Davis, presented Maurice Gerow with his certificates and pin celebrating 20 years of dedicated service with the State of New Hampshire. Administrator Davis recognized that Mr. Gerow's institutional knowledge, experience, loyalty and ethics are surpassed only by his reputation. He stated that Mr. Gerow is fair, compassionate and is a solid mentor. Mr. Gerow is a strong and resilient person. His humility is one of his greatest qualities and serves him well. Mr. Gerow is truly an asset to the Commission. The most important thing to Mr. Gerow is his family who he is joined by today. Administrator Davis thanked Mr. Gerow for all that he does for the Commission.

II. Acceptance of Meeting Minutes from the Commission Meeting held September 10, 2026.

Chairman Mollica accepted the minutes from the September 10, 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 81,078 inbound cases and 84,360 outbound cases. Inventory reached 958,093 cases. For comparison, at this time last year, there were 86,518 inbound cases, 90,165 outbound cases, and inventory was 826,097 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 stated that inventory remains strong.

IV. **Marketing and Sales**

- 1) Justin Gunter, Wine Marketing Specialist, 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

Ed Gregory, Acting Store Operations Administrator, reported that there are a lot of good sales out there for our customers. The wine sales will continue on until the end of the month and then we will be moving right into the Bonus Card promotion, which everyone is looking forward to.

3) Merchandising

A) Wine

1. Revised October 2026 Special Allowance Offers – Wine:

- a) M.S. Walker

Approved the recommended Revised October 2026 Special Allowance Offers – Wine from M.S. Walker as recommended.

- b) Pine State Trading Co., LLC

Approved the recommended Revised October 2026 Special Allowance Offers – Wine from Pine State Trading Co., LLC as recommended.

- c) Ruby Wines

Approved the recommended Revised October 2026 Special Allowance Offers – Wine from Ruby Wines as recommended.

- d) Southern Glazer's Wine & Spirits

Approved the recommended Revised October 2026 Special Allowance Offers – Wine from Southern Glazer's Wine & Spirits as recommended.

2. Revised Off-Premise Special Discount-Exclusive Grocery Price Busters - October 2026

Approved the recommended and not recommended Revised Off-Premise Special Discount-Exclusive Grocery Price Busters - October 2026 as recommended.

3. Revised On-Premise Special Discount - October 2026

Approved the recommended and not recommended Revised On-Premise Special Discount - October 2026 as recommended.

4. Revised Wine Outlet Price Busters-October 2026

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

5. Revised Version Two-One Time Purchase for our Power Buy Program- Martignetti-Serge Dore Selections

Approved the recommended Revised Version Two-One Time Purchase for our Power Buy Program- Martignetti-Serge Dore Selections as recommended.

6. Revised Version Two October 2026 Special Allowance Offers - Wine- Martignetti Companies of Northern New England
Approved the recommended Revised Version Two October 2026 Special Allowance Offers - Wine- Martignetti Companies of Northern New England as recommended.
7. Revised Version Two November 2026 Special Allowance Offers - Wine- Southern Glazer's Wine & Spirits
Approved the recommended Revised Version Two November 2026 Special Allowance Offers - Wine- Southern Glazer's Wine & Spirits as recommended.
8. One Time Buy Request - Castello Bonomi CruPerdu Franciacorta-Intimo Wines LLC
Approved the not recommended request from Intimo Wines LLC to purchase 300 cases of #102463 Castello Bonomi CruPerdu Franciacort 750ml/6 as a One-Time Buy as recommended.
9. One Time Buy Request - Domaine Durand Sauvignon Blanc-Ruby Wines
Approved recommended request from Ruby Wines to purchase 168 cases of #102615 Domaine Durand Sauvignon Blanc 750ml/12 as a One-Time Buy as recommended.
10. One Time Buy Request-Flag Hill Drift-Flag Hill Vineyards
Approved recommended request from Flag Hill Vineyards to purchase 45 cases of #103609 Flag Hill Drift 750ml/12 as a One-Time Buy as recommended.
11. One Time Purchase for our Power Buy Program - Clay Shannon Winery represented by Ruby Wines
Approved the recommended and not recommended One Time Purchase for our Power Buy Program - Clay Shannon Winery represented by Ruby Wines as recommended.
12. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
Approved the recommended and not recommended One-Time Purchase for our Power Buy Program – Miscellaneous Brokers as recommended.
13. Purchase Order Request-New Hampshire Wineries
Approved the recommended Purchase Order Request for New Hampshire Wineries as recommended.
14. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 09/17/2026
Approved the recommended and not recommended Allocated Wines for distribution to selected stores 9/17/2026 as recommended.
15. Roll Out Results July – August 2026 Expand Distribution
Approved the recommended Roll Out Results July – August 2026 for expanded distribution as recommended.
16. Roll Out Results July – August 2026 Remove from Retail
Approved the recommended Roll Out Results July – August 2026 to remove from retail as recommended.
17. Special Allowance Offers – December 2026 – Wine:
 - a) Martignetti Companies of Northern New England
Approved the recommended Special Allowance Offers – December 2026 – Wine from Martignetti Companies of Northern New England as recommended.
 - b) M.S. Walker
Approved the recommended Special Allowance Offers – December 2026 – Wine from M.S. Walker as recommended.
 - c) Pine State Trading Co., LLC
Approved the recommended Special Allowance Offers – December 2026 – Wine from Pine State Trading Co., LLC as recommended.

- d) Southern Glazer's Wine & Spirits
Approved the recommended Special Allowance Offers – December 2026 – Wine from Southern Glazer's Wine & Spirits as recommended.
- 18. Specialty SKU Reduction Closeout Items with No Additional Purchase:
 - a) M.S. Walker
Approved the recommended Specialty SKU Reduction for Closeout Items with no additional purchase from M.S. Walker as recommended.
 - b) Southern Glazer's Wine & Spirits
Approved the recommended Specialty SKU Reduction for Closeout Items with no additional purchase from Southern Glazer's Wine & Spirits as recommended.
 - c) Vinilandia Wines
Approved the recommended Specialty SKU Reduction for Closeout Items with no additional purchase from Vinilandia Wines as recommended.
- 19. Test Market Results February – May 2026 (Appeal) Expand Distribution
Approved the recommended Test Market Results February – May 2026 (Appeal) Expand Distribution as recommended.
- 20. Test Market Results May – August 2026 Expand Distribution
Approved the recommended Test Market Results May – August 2026 Expand Distribution as recommended.
- 21. Test Market Results May – August 2026 Remove from Retail
Approved the recommended Test Market Results May – August 2026 Remove from Retail as recommended.

For Information Only:

- 22. Status of 2026 Roll Out Items
- 23. Status of 2026 Test Market Items

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 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 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. E- Coupon Offers- October 2026- Spirits
Approved the recommended E- Coupon Offers- October 2026- Spirits as recommended.

2. Home for the Holidays with WhistlePig Whiskey-Enter to Adopt Your Own WhistlePig Gold Pig! Sweepstakes October-December 2026- WhistlePig – Southern Glazer’s Wine & Spirits of New England
Approved the recommended *Home for the Holidays with WhistlePig Whiskey Sweepstakes* as recommended.
3. Purchase Order Request – Copper Cannon Distillery
Approved the recommended Purchase Order Request for Tamworth Distilling as recommended.
4. Recommended July 2026 Bi-Annual Review Accessories Close-Out Pricing Recommendation
Approved the recommended July 2026 Bi-Annual Review Accessories for Close-Out Pricing as recommended.
5. Recommended July 2026 Bi- Annual Review 50 mL’s Close-Out Pricing Recommendation
Approved the recommended July 2026 Bi-Annual Review 50 mL’s for Close-Out Pricing as recommended.
6. Ruby Wines- Close Out Offers
Approved the recommended Ruby Wines- Close Out Offers with close out pricing and additional purchases 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

At 10:53 a.m. the meeting was adjourned.

Minutes prepared and submitted by:
Lindsey Hauser, Program Specialist
Enforcement Division