

New Hampshire Liquor Commission

Minutes of September 23, 2026 Meeting

Meeting commenced at 10:30 a.m.

Present:

Chairman Joseph Mollica; Ed Gregory, Acting Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Samantha Wilson, Marketing Administrative Assistant; Lieutenant Matthew Culver, Enforcement; James Anderson, Legal Counsel; Ryan Wilson, 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

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes from the Commission Meeting held September 17, 2026.

Chairman Mollica accepted the minutes from the September 17, 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. Mr. Wilson reported 107,907 inbound cases and 81,871 outbound cases. Inventory reached 983,370 cases. For comparison, at this time last year, there were 114,551 inbound cases, 85,049 outbound cases, and inventory was 846,280 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 thanked the DHL team for all that they do.

IV. Marketing and Sales

- 1) Justin Gunter Wine, Marketing Specialist, introduced Samantha Wilson, a new member of the Marketing team. Ms. Wilson is the Administrative Assistant to the Director of Marketing. Chairman Mollica welcomed Samantha.

Mr. Gunter also 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 the stores are getting ready for the Bonus Card promotion. Mr. Gregory stated that all stores are open and ready for the influx of business. He also reported that Governor Ayotte was visiting some of the stores in the area today.

Chairman Mollica stated that he is happy to have the Governor in our stores meeting and greeting some of our employees today.

3) Merchandising

A) Wine

1. New Hampshire Food Bank Holiday Donation Program – November-December 2026 –Pine State Trading Co., LLC
Approved the recommended New Hampshire Food Bank Holiday Program for November 2, 2026 through January 3- 2027 from Pine State Trading Co., LLC as recommended.
2. One Time Buy Request - Cupcake 1.5L's- Southern Glazer's Wine & Spirits
Approved the not recommended One Time Buy Request of Cupcake 1.5L's from Southern Glazer's Wine & Spirits as recommended.
3. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
Approved the recommended and not recommended One Time Purchase for our Power Buy Program from Miscellaneous Brokers as recommended.
4. Purchase Order Request – New Hampshire Wineries
Approved the recommended Purchase Order Request for New Hampshire Wineries as recommended.
5. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 09/23/2026
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 09/23/2026 as recommended.
6. Request for Wine Specialty Status – Miscellaneous Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from Miscellaneous Brokers as recommended.
7. Ruby Wines – David Milligan Wine Dinner with David Milligan Selections- Pine Restaurant at Hanover Inn – October 2026
Approved the recommended David Milligan Wine Dinner at Pine Restaurant at Hanover Inn on October 1, 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. Revised In-Store Tasting – Southern Glazer's Wine & Spirits- Chalk Hill Estates Seminar – October 2026
Approved the recommended Revised In-Store Tasting by Southern Glazer's Wine & Spirits with Chalk Hill Estates Seminar on October 29, 2026 as recommended.

2. New Hampshire Liquor Commission In-Store Perfect Pairings Cooking Series – November 2026- Coupon
Approved the recommended New Hampshire Liquor Commission In-Store Perfect Pairings Cooking Series on November 19, 2026. Coupon valid November 15th through November 22nd as recommended.
3. September 2026 New Hampshire Liquor & Wine Outlet In-Store Event
Approved the recommended September 2026 New Hampshire Liquor & Wine Outlet In-Store Events as recommended.
4. October 2026 New Hampshire Liquor & Wine Outlet In-Store Event
Approved the recommended October 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. Revised Appeal Request – September 2026- Pine State Trading Co., LLC/Keg 1 Pine State - Fever Tree Club Soda 8 pack
Approved the recommended Revised Appeal Request-September 2026 from Pine State Trading Co., LLC for #090039 Fever Tree Club Soda 8 Pack as recommended.
2. Bi Annual Appeal Requests – September 2026:
 - a) Martignetti Companies of Northern New England/Martignetti Companies of NH – 15 Stars Private Stock Bourbon
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/Martignetti Companies of NH for #008747 15 Stars Private Stock Bourbon as recommended.
 - b) Martignetti Companies of Northern New England/Pernod Ricard USA- Abelour A' Bundah Scotch
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/Pernod Ricard USA for #000290 Abelour A' Bundah Scotch as recommended.
 - c) Martignetti Companies of Northern New England/EKS Ventures Inc. – Boston Harbor Maple Cream
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/EKS Ventures Inc. for #001533 Boston Harbor Maple Cream as recommended.
 - d) Martignetti Companies of Northern New England/EKS Ventures Inc. – Espresso Martini RTD
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/EKS Ventures Inc. for #006125 Espresso Martini RTD as recommended.
 - e) Martignetti Companies of Northern New England/Martignetti Companies of NH – Freeland Spirits Bourbon
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/Martignetti Companies of NH for #003770 Freeland Spirits Bourbon as recommended.

- f) Martignetti Companies of Northern New England/Pernod Ricard USA – Rabbit Hole Heigold Bourbon
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/Pernod Ricard USA for #005845 Rabbit Hole Heigold Bourbon as recommended.
 - g) Martignetti Companies of Northern New England/Pernod Ricard USA – Malfy Arancia Gin
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/Pernod Ricard USA for #004095 Malfy Arancia Gin as recommended.
 - h) Martignetti Companies of Northern New England/Pernod Ricard USA – Malfy Sicilian Pink Grapefruit Gin (Corrected product name for “Malfy Gin Rosa”)
Approved the not recommended Bi Annual Appeal Requests – September 2026 from Martignetti Companies of Northern New England/Pernod Ricard USA for #004096 Malfy Sicilian Pink Grapefruit Gin as recommended.
 - i) M.S. Walker Inc./Mango Bottling Inc. – Tooters Ultimate Appletini
Approved the not recommended Bi Annual Appeal Requests – September 2026 from M.S. Walker Inc./Mango Bottling Inc. for #007849 Tooters Ultimate Appletini as recommended.
3. Test Market Appeal Requests – September 2026:
- a) Ancient Souls Distillery/Ancient Souls Distillery – Swish Ultra Premium Vodka
Approved the recommended Test Market Appeal Requests – September 2026 from Ancient Souls Distillery/Ancient Souls Distillery for #101862 Swish Ultra Premium Vodka as recommended.
 - b) M.S. Walker Inc./Three Chords Bourbon – Three Chords Strange Collab Pinot Finished Bourbon
Approved the recommended Test Market Appeal Requests – September 2026 from M.S. Walker Inc./Three Chords Bourbon for #101486 Three Chords Strange Collab Pinot Finished Bourbon as recommended.
4. Additional Allowance Offers - November 2026 – Spirits – Southern Glazer’s Wine & Spirits
Approved the recommended Additional Allowance Offers for November 2026 – Spirits from Southern Glazer’s Wine & Spirits as recommended.
5. October, November and December 2026 – New Hampshire Spirits Display Rack Program
Approved the recommended October, November and December 2026 New Hampshire Spirits Display Rack Program featuring Tamworth Distillery and Cathedral Ledge Distillery as recommended.
6. Purchase Order Request:
- a) Flag Hill Distillery
Approved the recommended Purchase Order Request for Flag Hill Distillery as recommended.
 - b) Pine State Trading Co., LLC/Fever Tree
Approved the recommended Purchase Order Request for Pine State Trading Co., LLC/Fever Tree as recommended.
 - c) 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.
 - d) Tamworth Distilling
Approved the recommended Purchase Order Request for Tamworth Distilling as recommended.

7. Skrewball Peanut Butter Whiskey – Supporting Hunger Relief in New Hampshire Promotional Program – October-December 2026
Approved the recommended program by Skrewball Peanut Butter Whiskey for *Supporting Hunger Relief in New Hampshire* from October through December 2026 as recommended.
8. Special Allowance Offers – December 2026:
 - a) Martignetti Companies of Northern New England
Approved the recommended Special Allowance Offers – December 2026 from Martignetti Companies of Northern New England as recommended.
 - b) M.S. Walker
Approved the recommended Special Allowance Offers – December 2026 from M.S. Walker as recommended.
 - c) Pine State Trading Co., LLC
Approved the recommended Special Allowance Offers – December 2026 from Pine State Trading Co., LLC as recommended.
 - d) Ruby Wines
Approved the recommended Special Allowance Offers – December 2026 from Ruby Wines as recommended.
 - e) Southern Glazer's Wine & Spirits
Approved the recommended Special Allowance Offers – December 2026 from Southern Glazer's Wine & Spirits as recommended.
 - f) Stone Fence Beverage
Approved the recommended Special Allowance Offers – December 2026 from Stone Fence Beverage as recommended.
9. Spirits Test Market Results for Week Ending 09/13/2026
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:
 - #101645 Early Times Bottled in Bond 750mL/12 - \$25.00 (Southern Glazer's Wine & Spirits)
 - #101929 WhistlePig Piggyback Bourbon 50mL/36 - \$5.00 (Southern Glazer's Wine & Spirits)**Specialty:**
 - #101793 Casa Maestri Blanco 750mL/6 - \$60.00 (Southern Glazer's Wine & Spirits)
 - #101862 Swish Ultra-Premium Vodka 750mL/6 - \$35.00 (Ancient Souls Distillery)**Delist:**
 - #101100 El Toro Gold Tequila 1.75L/6 - \$20.00 (Southern Glazer's Wine & Spirits)
 - #101651 Proper No. Twelve Black Reserve 750mL/12 - \$39.00 (Martignetti Companies of Northern New England)
 - #101691 Myers's Navy Strength Rum 750mL/12 - \$25.00 (Southern Glazer's Wine & Spirits)
10. Spirits Test Market Results for Week Ending 09/20/2026
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.
Delist:
 - #101398 Cuervo Spicy Agave Nectar 23.2 Oz./6 - \$10.00 (Martignetti Companies of Northern New England)
 - #101647 Margaritaville Dark Rum 1.75L/6 - \$17.00 (Southern Glazer's Wine & Spirits)

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 10:46 a.m. the meeting was adjourned.

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