

New Hampshire Liquor Commission

Minutes of October 01, 2026 Meeting

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; Lieutenant Benjamin Williams, Enforcement; 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 23, 2026.

Chairman Mollica accepted the minutes from the September 23, 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 112,661 inbound cases and 101,050 outbound cases. Inventory reached 992,210 cases. For comparison, at this time last year, there were 108,344 inbound cases, 97,452 outbound cases, and inventory was 859,430 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.

Mr. Wilson stated that they hope to hit the million-case mark in the next week or two.

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 the Bonus Card promotion is in full swing. When customers spend \$300, they get a \$50 bonus card. This promotion runs through November 22, 2026.

3) Merchandising

A) Wine

1. Revised December 2026 Special Allowance Offers – Wine- Martignetti Companies of Northern New England
Approved the recommended Revised December 2026 Special Allowance Offers from Martignetti Companies of Northern New England as recommended.
2. Revised – One Time Purchase for our Power Buy Program – Martignetti Companies of Northern New England
Approved the recommended Revised One Time Purchase for our Power Buy Program from Martignetti Companies of Northern New England as recommended.
3. Monthly Promotional Sale - January 2027
Approved the recommended Monthly Promotional Sale for January 2027 as recommended.
4. New Hampshire Off-Premise Special Discount – Non-Exclusive Grocery Price Busters – November and December 2026
Approved the recommended New Hampshire Off-Premise Special Discount for Non-Exclusive Grocery Price Busters for November and December 2026 as recommended.
5. Off-Premise Special Discount – Exclusive Grocery Price Busters – November 2026
Approved the recommended and not recommended Off-Premise Special Discount for Exclusive Grocery Price Busters for November 2026 as recommended.
6. One Time Purchase for our Power Buy Program – Martignetti Companies of Northern New England – Serge Dore Selections
Approved the recommended One Time Purchase for our Power Buy Program from Martignetti Companies of Northern New England for Serge Dore Selections as recommended.
7. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 10/01/2026
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 10/01/2026 as recommended.
8. Recommended Serge Dore Selections Allocated Wines for Distribution to Selected Stores 10/01/2026
Approved the recommended Serge Dore Selections Allocated Wines for Distribution to Selected Stores 10/01/2026 as recommended.
9. Recommended and Not Recommended Serge Dore Beaujolais Allocated Wines for Distribution to Selected Stores 10/01/2026
Approved the recommended and not recommended Serge Dore Beaujolais Allocated Wines for Distribution to Selected Stores 10/01/2026 as recommended.

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

B) Tasting Events

1. 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.

2. 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.

3. December 2026 New Hampshire Liquor & Wine Outlet In-Store Events

Approved the recommended and not recommended December 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 Additional November 2026 Additional Allowance Offers- Spirits- Martignetti Companies of Northern New England

Approved the recommended Revised Additional November 2026 Additional Allowance Offers from Martignetti Companies of Northern New England as recommended.

2. Limited Time Offers for September and October 2026:

a) Martignetti Companies of Northern New England – Buddys American Vodka

Approved the recommended Limited Time Offer from Martignetti Companies of Northern New England for 120 cases of #007342 Buddys American Vodka 1.75L/6 as recommended.

b) Martignetti Companies of Northern New England - Hall of Champions Distillery Brand Soccer

Approved the not recommended Limited Time Offer from Martignetti Companies of Northern New England for Hall of Champions Distillery Brand Soccer decanter of 6 year aged Rum 750mL/6 as recommended.

c) Southern Glazer's Wine & Spirits - Angel's Envy Cask Strength Whiskey

Approved the recommended Limited Time Offer from Southern Glazer's Wine & Spirits for 4 cases of #003807 Angel's Envy Cask Strength Whiskey 750ml/3 as recommended.

d) Southern Glazer's Wine & Spirits - Chandon Garden Spritz

Approved the recommended Limited Time Offer from Southern Glazer's Wine & Spirits for 22 cases of #011584 Chandon Garden Spritz 187mL/4/6 as recommended.

e) Southern Glazer's Wine & Spirits - Glenmorangie Signet Single Malt

Approved the recommended Limited Time Offer from Southern Glazer's Wine & Spirits for 16 cases of item #002610 Glenmorangie Signet Single Malt 750ml/4 as recommended.

- f) Southern Glazer's Wine & Spirits - Jack Daniel's Tennessee Blackberry
Approved the recommended Limited Time Offer from Southern Glazer's Wine & Spirits for the continuous offer of #103815 Jack Daniel's Tennessee Blackberry 1.75L/6 as recommended.
- 3. Line Extension Requests for October 2026:
 - a) Martignetti Companies of Northern New England - Tres Agave Blanco & Reposado Tequila
Approved the recommended Line Extension Requests from Martignetti Companies of Northern New England for Tres Agave Blanco Tequila 375mL/12 and Tres Agave Reposado Tequila 375mL/12 as recommended.
 - b) Southern Glazer's Wine & Spirits – Bulleit Bourbon Frontier Whiskey
Approved the recommended Line Extension Requests from Southern Glazer's Wine & Spirits for #002038 Bulleit Bourbon Frontier Whiskey 1L/12 as recommended.
- 4. One Time Buy Requests- September and October 2026:
 - a) Martignetti Companies of Northern New England- Penelope Architects of Golf
Approved the recommended One Time Buy Request from Martignetti Companies of Northern New England for 55 cases of #103659 Penelope Architects of Golf 750mL/6 (1 case already purchases) as recommended.
 - b) Martignetti Companies of Northern New England- Penelope Cigar Sessions Chapter 02
Approved the recommended One Time Buy Request from Martignetti Companies of Northern New England for 48 cases of #103658 Penelope Cigar Sessions Chapter 02 750mL/6 (2 cases already purchased) as recommended.
 - c) Martignetti Companies of Northern New England- Penelope Estate Collection
Approved the recommended One Time Buy Request from Martignetti Companies of Northern New England for 74 cases of #103661 Penelope Estate Collection Private Select 750mL/6 (1 case already purchased), 49 cases of #103662 Penelope Estate Collection Single Barrel 750mL/3 (1 case already purchased), and 21 cases of #103663 Penelope Estate Collection Founders Reserve 750mL/3 (4 cases already purchased) as recommended.
 - d) Martignetti Companies of Northern New England- Penelope Project X Collection
Approved the recommended One Time Buy Request from Martignetti Companies of Northern New England for 25 cases of #103655 Penelope Project X St. Croix Du Mont Private Barrel 750mL/6 and 49 cases of #103654 Penelope Project X Armagnac Private Barrel 750mL/6 as recommended.
 - e) M.S. Walker - Chopin Family Reserve Vodka
Approved the recommended One Time Buy Request from M.S. Walker for 20 cases of #002486 Chopin Family Reserve Vodka 750mL/6 as recommended.
 - f) Ruby Wines – BHAKTA Bourbon Whiskey & Armagnac 1868
Approved the recommended One Time Buy Request from Ruby Wines for 5 cases of #103072 BHAKTA Bourbon Whiskey & Armagnac 1868 750mL/6 as recommended.

- g) Southern Glazer's Wine & Spirits – Clase Azul Dia De Muertos 2026 Tequila
Approved the not recommended One Time Buy Request from Southern Glazer's Wine & Spirits for 2 cases of #101237 Clase Azul Dia De Muertos Tequila 1 L/3 as recommended.
 - h) Southern Glazer's Wine & Spirits – Crown Royal Single Malt
Approved the recommended One Time Buy Request from Southern Glazer's Wine & Spirits for 64 cases of #060919 Crown Royal Single Malt 750mL/12 as recommended.
 - i) Southern Glazer's Wine & Spirits - WhistlePig Whiskey Single Barrels
Approved the recommended One Time Buy Request from Southern Glazer's Wine & Spirits for 26 cases of Whistle Pig Piggyback 6 Yr SB #89996 750mL/6, 26 cases of Whistle Pig Piggyback Rye 6 Yr SB #101980 750mL/6, 26 cases of WhistlePig Rye 10 Yr SB #10282 750mL/6, 52 cases of Whistle Pig Rye 15 Yr SB #221592 750mL/3, and 26 cases of Whistle Pig Rye 12 Yr Cucumber Gin Finish 750mL/6 as recommended.
5. Purchase Order Request – Martignetti Companies of Northern New England
Approved the recommended Purchase Order Request for Martignetti Companies of Northern New England as recommended.
6. Spirits Test Market Results for Week Ending 09/27/2026
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:**
#101930 Svedka Vodka 100P 1.75L/6 - \$27.00 (Southern Glazer's Wine & Spirits)
- Specialty:**
#101795 Basil Hayden Golden Rye 750mL/6 - \$45.00 (Southern Glazer's Wine & Spirits)
- Delist:**
#090074 Owen's Nitro Infused Espresso 240mL/4/6 - \$14.00 (Southern Glazer's Wine & Spirits)
#101649 Do Epic Sh*t Bourbon 750mL/6 - \$48.00 (Southern Glazer's Wine & Spirits)
#101787 Jose Cuervo Authentic Double Strength Margarita 375mL/12 - \$5.80 (Martignetti Companies of Northern New England)
7. Test Market Requests- September and October 2026:
- a) Pine State Trading Co., LLC - Buzzballz Cocktails
Approved the recommended request from Pine State Trading Co., LLC to offer #103573 Buzzballz Cocktails Tropic Tang 200mL/24 and #103574 Buzzballz Cocktails Dirty Shirley 200mL/24 for Test Market Listing as recommended.
 - b) Southern Glazer's Wine & Spirits - Fireball Torch'd Vanilla
Approved the recommended request from Southern Glazer's Wine & Spirits to offer #103469 Fireball Torch'd Vanilla 750mL/12 and #103468 Fireball Torch'd Vanilla 50mL 10 pack for Test Market Listing as recommended.
 - c) Southern Glazer's Wine & Spirits - Spirited Union Coconut Rum
Approved the recommended request Southern Glazer's Wine & Spirits to offer #103812 Spirited Union Coconut Rum 700mL/6 for Test Market Listing as recommended.

- d) Southern Glazer's Wine & Spirits - Trump Vodka
Approved the recommended request from Southern Glazer's Wine & Spirits to offer #103974 Trump Vodka 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. Gunter.

V. **Enforcement and Licensing Report**

Enforcement minutes are reported on the Liquor Commission website under the Enforcement section.

VI. **Late Items**

1. RECOMMENDED July 2026 Bi-Annual Review Spirits Close-Out Pricing Recommendation
Approved the **recommended** July 2026 Bi-Annual Review Spirits Close-Out Pricing Recommendation as recommended.

VII. **Public Comment**

No Public Comments

At 10:45 a.m. the meeting was adjourned.

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