

New Hampshire Liquor Commission

Minutes of October 08, 2026 Meeting

Meeting commenced at 10:30 a.m.

Present:

Chairman Joseph Mollica; Ed Gregory, Acting Store Operations Administrator; Mark Roy, Director of Marketing, Merchandising, and Warehousing; Justin Gunter, Wine Marketing Specialist; Lieutenant Matthew Culver, Enforcement; General Manager Jon Holland, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; 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 October 01, 2026.

Chairman Mollica accepted the minutes from the October 01, 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 100,942 inbound cases and 95,658 outbound cases. Inventory reached 996,800 cases. For comparison, at this time last year, there were 111,566 inbound cases, 89,260 outbound cases, and inventory was 879,351 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) Mark Roy, Director of Marketing, reported on Administrative Notices.

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 sales are up in the stores and that they have issued around 5,000 bonus cards in about a week.

3) Merchandising

A) Wine

1. Additional Size Request – Pine State Trading Co., LLC – Apothic Red
Approved the recommended Additional Size Request from Pine State Trading Co., LLC for #103872 Apothic Red 200mL as recommended.
2. Additional Size Request – Pine State Trading Co., LLC – Franciscan Cabernet Sauvignon
Approved the not recommended Additional Size Request from Pine State Trading Co., LLC for #103894 Franciscan Cabernet Sauvignon 200mL as recommended.
3. Additional Size Request – Pine State Trading Co., LLC – Nobile Sauvignon Blanc
Approved the not recommended Additional Size Request from Pine State Trading Co., LLC for #103873 Nobile Sauvignon Blanc 200mL as recommended.
4. New Hampshire Winery One Time Buy Request – Labelle Winery
Approved the recommended and not recommended New Hampshire Winery One Time Buy Request from Labelle Winery as recommended.
5. New Hampshire Winery One-Time Buy Request – Lake House Red
Approved the not recommended New Hampshire Winery One-Time Buy Request for Lake House Red as recommended.
6. One-Time Buy Request – Klinker Brick Alveo Wines – M.S. Walker
Approved the not recommended One-Time Buy Request from M.S. Walker for Klinker Brick Alveo Wines as recommended.
7. One-Time Buy Request – Marques De Riscal Rioja Reserva- Martignetti Companies of Northern New England
Approved the not recommended One-Time Buy Request from Martignetti Companies of Northern New England for Marques De Riscal Rioja Reserva as recommended.
8. On-Premise Special Discount – November 2026
Approved the recommended On-Premise Special Discount for November 2026 as recommended.
9. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 10/08/2026
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 10/08/2026 as recommended.
10. Roll Out Results August – September 2026 Remove from Retail
Approved the recommended Roll Out Results August – September 2026 Remove from Retail as recommended.
11. Test Market Results June – September 2026 Expand Distribution
Approved the recommended Test Market Results June – September 2026 Expand Distribution as recommended.
12. Test Market Results June – September 2026 Remove from Retail
Approved the recommended Test Market Results June – September 2026 Remove from Retail as recommended.

For Information Only:

13. Status of 2026 Roll Out Items
14. 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. In-Store Tasting – Pine State Trading Co., LLC – The Dalmore Scotch Tasting – November 2026
Approved the recommended In-Store Tasting from Pine State Trading Co., LLC for The Dalmore Scotch Tasting in November 2026 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 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 Director Roy.

C) Spirits

1. Revised October 2026 Additional VAP Allowance Offers – Spirits – Southern Glazer's Wine & Spirits
Approved the recommended Revised October 2026 Additional VAP Allowance Offers for Spirits from Southern Glazer's Wine & Spirits as recommended.
2. Revised October 2026 E- Coupon Offers – Spirits
Approved the recommended Revised October 2026 E- Coupon Offers for Spirits as recommended.
3. Revised November 2026 Additional Allowance Offers – Spirits – Southern Glazer's Wine & Spirits
Approved the recommended Revised November 2026 Additional Allowance Offers for Spirits from Southern Glazer's Wine & Spirits as recommended.
4. Additional VAP Allowance Offers – October 2026 – Spirits – Southern Glazer's Wine & Spirits
Approved the recommended October 2026 Additional VAP Allowance Offers for Spirits from Southern Glazer's Wine & Spirits as recommended.
5. Additional VAP Allowance Offers – November 2026 – Spirits – Southern Glazer's Wine & Spirits
Approved the recommended November 2026 Additional VAP Allowance Offers for Spirits from Southern Glazer's Wine & Spirits as recommended.
6. Barrel Buy Program for Jefferson's Barrel Selects- October 2026 – Pernod Ricard USA – Southern Glazer's Wine & Spirits
Approved the recommended October 2026 Barrel Buy Program from Southern Glazer's Wine & Spirits for Jefferson's Barrel Selects, including 23 cases of #103724 Jefferson's Ocean Cask Barrel #700 750mL/6, 24 cases of #103725 Jefferson's Ocean Cask Barrel #655 750mL/6, 16 cases of #103726 Jefferson's Reserve Barrel #1094 750mL/6, and 34 cases of #103727 Jefferson's Reserve Barrel #1311 750mL/6, as recommended.

7. Limited Time Offer Requests – October 2026:

- a) Southern Glazer's Wine & Spirits - Herradura Seleccion Suprema Tequila
Approved the not recommended Limited Time Offer Request from Southern Glazer's Wine & Spirits for 41 cases of #000996 Herradura Seleccion Suprema Tequila 750mL/3 as recommended.
- b) Southern Glazer's Wine & Spirits – Lagavulin Offerman 11yr Scotches
Approved the recommended Limited Time Offer Request from Southern Glazer's Wine & Spirits for 22 cases of item #007808 Lagavulin Offerman 11-Year Charred Oak Cask 750mL/6 (the broker agrees to this reduced quantity) and 75 cases of item #060917 Lagavulin Offerman 11-Year Caribbean Rum Cask 750mL/6 as recommended.
- c) Southern Glazer's Wine & Spirits – Oban Cask Strength 15yr Sherry Finish
Approved the recommended Limited Time Offer Request from Southern Glazer's Wine & Spirits for 20 cases of #063505 Oban Cask Strength 15yr Sherry Finish 750mL/6 as recommended.
- d) Southern Glazer's Wine & Spirits – Woodford Reserve Masters Collection Sweet Oak
Approved the recommended Limited Time Offer Request from Southern Glazer's Wine & Spirits for 20 cases of #100903 Woodford Reserve Masters Collection Sweet Oak 700mL/6 as recommended.
- e) Tamworth Distillery – Tamworth Deer Slayer Venison Flavored Whiskey
Approved the recommended Limited Time Offer Request from Tamworth Distillery for 25 cases of item #103871 Tamworth Deer Slayer Venison Flavored Whiskey 500mL/12 as recommended.

8. One-Time Buy Requests – October 2026:

- a) Martignetti Companies of Northern New England – MGP 10 Year Bourbon
Approved the recommended One-Time Buy Request from Martignetti Companies of Northern New England for 75 cases of #103660 MGP 10 Year Bourbon 750mL/6 as recommended.
- b) Martignetti Companies of Northern New England – Penelope Project X 1964 Cognac Private Barrel and Penelope Project X Cherrywood
Approved the recommended One-Time Buy Request from Martignetti Companies of Northern New England for 26 cases of #103656 Penelope Project X 1964 Cognac Private Barrel 750mL/6 and 25 cases of #103657 Penelope Project X Cherrywood #2634-2 750mL/6 as recommended.
- c) Southern Glazer's Wine & Spirits – Little Book The Infinite III
Approved the recommended One-Time Buy Request from Southern Glazer's Wine & Spirits for 7 cases of #104032 Little Book The Infinite Ill 750mL/6 as recommended.
- d) Southern Glazer's Wine & Spirits – Maker's Mark Cellar Aged
Approved the recommended One-Time Buy Request from Southern Glazer's Wine & Spirits for 15 cases of TBD Maker's Mark Cellar Aged 700mL/6 as recommended.

9. Purchase Order Requests:

- a) Flag Hill Distillery
Approved the recommended Purchase Order Request from Flag Hill Distillery as recommended.

- b) Martignetti Companies of Northern New England
Approved the recommended Purchase Order Request from Martignetti Companies of Northern New England as recommended.
 - c) Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC
Approved the recommended Purchase Order Request from Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC as recommended.
10. Spirits Test Market Results for Week Ending 10/04/2026
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:**
#102055 New Amsterdam Vanilla Flavored Vodka 750mL/12 -\$14.00 (Pine State Trading Co., LLC)
- Delist:**
#101596 Waterloo No. 9 Gin 750mL/6 -\$30.00 (BayState Wines)
#101597 Waterloo Prickly Pear & Rose Gin 750mL/6 - \$48.00 (BayState Wines)
11. VAP Hitchhiker Submission – September 2026
Approved the recommended September 2026 VAP Hitchhiker Submission from M.S. Walker as recommended.

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

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 10:47 a.m. the meeting was adjourned.

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