

New Hampshire Liquor Commission

Minutes of October 15, 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 Benjamin Williams, Enforcement; Ryan Wilson, 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 08, 2026.

Chairman Mollica accepted the minutes from the October 08, 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 87,942 inbound cases and 88,300 outbound cases. Inventory reached 994,553 cases. For comparison, at this time last year, there were 131,174 inbound cases, 94,827 outbound cases, and inventory was 915,153 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 asked how the hiring process is going. Mr. Wilson said that it is going well and that they have an event today.

IV. Marketing and Sales

1) Mark Roy, Director of Marketing, reported on Administrative Notices.

Director Roy thanked both DHL and members from Enforcement for participating in the October 14th Broker Meeting at headquarters. He said it was very informative meeting and they were both an integral part of the meeting.

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 sales are up and bonus cards are doing very well with around 7000 bonus cards issued.

3) Merchandising

A) Wine

1. Revised Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores
Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores as recommended.
2. Revised November 2026 Special Allowance Offers – Wine – M.S. Walker
Approved the recommended Revised November 2026 Special Allowance Offers for Wine from M.S. Walker as recommended.
3. Revised Version Two November 2026 Special Allowance Offers – Wine:
 - a) Pine State Trading Co., LLC
Approved the recommended Revised Version Two November 2026 Special Allowance Offers for Wine from Pine State Trading Co., LLC as recommended.
 - b) Ruby Wines
Approved the recommended Revised Version Two November 2026 Special Allowance Offers for Wine from Ruby Wines as recommended.
4. Revised Version Three November 2026 Special Allowance Offers – Wine:
 - a) Martignetti Companies of Northern New England
Approved the recommended Revised Version Three November 2026 Special Allowance Offers for Wine from Martignetti Companies of Northern New England as recommended.
 - b) Southern Glazer's Wine & Spirits
Approved the recommended Revised Version Three November 2026 Special Allowance Offers for Wine from Southern Glazer's Wine & Spirits as recommended.
5. Additional Size Request – Pine State Trading Co., LLC – Yes Way Rose
Approved the not recommended Additional Size Request from Pine State Trading Co., LLC for #103873 Yes Way Rose 375mL as recommended.
6. E-mail Coupons – November 2026 Multiple Brokers
Approved the recommended E-mail Coupons for November 2026 from Multiple Brokers as recommended.
7. New Hampshire Producers Items Closeout Pricing with No Additional Purchase:
 - a) Appolo Vineyard
Approved the recommended New Hampshire Producers Items Closeout Pricing with No Additional Purchase for Appolo Vineyard as recommended.
 - b) Hermit Woods
Approved the recommended New Hampshire Producers Items Closeout Pricing with No Additional Purchase for Hermit Woods as recommended.
 - c) Labelle Winery
Approved the recommended New Hampshire Producers Items Closeout Pricing with No Additional Purchase for Labelle Winery as recommended.

- d) Sap House Meadery
Approved the recommended New Hampshire Producers Items Closeout Pricing with No Additional Purchase for Sap House Meadery as recommended.
- 8. 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.
- 9. Recommended Allocated Wines for Distribution to Selected Stores – An Exploration of Tuscany Wine Week Event – 10/15/2026
Approved the recommended Allocated Wines for Distribution to Selected Stores – An Exploration of Tuscany Wine Week Event – 10/15/2026 as recommended.
- 10. Request for Wine Specialty Status – Miscellaneous Brokers
Approved the recommended and not recommended Request for Wine Specialty Status from Miscellaneous Brokers as recommended.
- 11. September 2026 – Cost Change Approval List
Approved the recommended September 2026 Cost Change Approval List as recommended.
- 12. September 2026 Primary Source Recommendations
Approved the recommended September 2026 Primary Source Recommendations as recommended.
- 13. Sommelier Select Program Items Closeout Pricing with No Additional Purchase – Miscellaneous Brokers
Approved the recommended Sommelier Select Program Items Closeout Pricing with No Additional Purchase from Miscellaneous Brokers as recommended.
- 14. Wine Multi Bottle Promotion – November & December 2026
Approved the recommended and not recommended Wine Multi Bottle Promotion for November & December 2026 as recommended.
- 15. Wine Outlet Price Busters – November 2026
Approved the recommended and not recommended Wine Outlet Price Busters for November 2026 as recommended.
- 16. Wine Outlet Price Busters – December 2026
Approved the recommended and not recommended Wine Outlet Price Busters for December 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 Director Roy.

C) Spirits

1. #101649 – Do Epic Shi*t Bourbon 750 mL Recommendation – Appeal for Test Market
Approved the recommended #101649 Do Epic Shi*t Bourbon 750 mL Recommendation – Appeal for Test Market as recommended.
2. Coupon Offer – 12 days of Holiday Cheer gift box October 15, 2026 – December 31, 2026– Spirits
Approved the recommended Coupon Offer of \$5.00 off #090109 12 days of Holiday Cheer gift box from October 15, 2026 – December 31, 2026 for Spirits as recommended.
3. Limited Time Offer Requests for October:
 - a) Martignetti Companies of Northern New England – Bols Pumpkin Spice
Approved the recommended Limited Time Offer Requests for October from Martignetti Companies of Northern New England for 35 cases of #001364 Bols Pumpkin Spice 750mL/12 as recommended.
 - b) Martignetti Companies of Northern New England – Michter's 10YR Single Barrel Rye Wsky
Approved the recommended Limited Time Offer Requests for October from Martignetti Companies of Northern New England for 30 cases of #001478 Michter's 10YR Single Barrel Rye Wsky 750mL/3 as recommended.
 - c) Martignetti Companies of Northern New England – Shanky's Whip Black Irish
Approved the not recommended Limited Time Offer Requests for October from Martignetti Companies of Northern New England for 150 cases of TBD Shanky's Whip Black Irish 100mL/24 as recommended.
 - d) Martignetti Companies of Northern New England – Van Gogh Pumpkin Spice Vodka
Approved the recommended Limited Time Offer Requests for October from Martignetti Companies of Northern New England for 75 cases of #100873 Van Gogh Pumpkin Spice Vodka 750mL/6 as recommended.
 - e) Martignetti Companies of Northern New England – XXI Martinis Chocolate Peppermint
Approved the not recommended Limited Time Offer Requests for October from Martignetti Companies of Northern New England for 75 cases of TBD XXI Martinis Chocolate Peppermint 750mL/6 as recommended.
 - f) Pine State Trading Co., LLC – Buzzballz Cocktails Tailgate 6 pack
Approved the recommended Limited Time Offer Requests for October from Pine State Trading Co., LLC for 128 cases of #103673 Buzzballz Cocktails Tailgate 6 pack 200mL/6pk/8 as recommended.
 - g) Southern Glazer's Wine & Spirits – Bailey's Candy Cane
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for #103483 Bailey's Candy Cane 50mL/4/15 as recommended.
 - h) Southern Glazer's Wine & Spirits – Carolan's Cream Liqueurs
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 60 cases of TBD Carolan's Chocolate Cream 750mL/6 and TBD Carolan's Strawberries & Cream 750mL/6 as recommended.
 - i) Southern Glazer's Wine & Spirits – Cazadores Pineapple Tequila
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 40 cases of TBD Cazadores Pineapple Tequila 750mL/12 as recommended.

- j) Southern Glazer's Wine & Spirits – Don Julio 1942 FIFA World Cup 2026
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 17 cases of #102430 Don Julio 1942 FIFA World Cup 2026 50mL/60 as recommended.
 - k) Southern Glazer's Wine & Spirits – Don Julio 1942 Year of the Goat
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 24 cases of TBD Don Julio 1942 Year of the Goat 750mL/6 as recommended.
 - l) Southern Glazer's Wine & Spirits – Old Grand Dad 114 Bourbon Single Barrel
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 100 cases of TBD Old Grand Dad 114 Bourbon Single Barrel 750mL/6 as recommended.
 - m) Southern Glazer's Wine & Spirits – Strathearn Single Malt Scotch
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 20 cases of TBD Strathearn Single Malt Scotch 700mL/6 as recommended.
 - n) Southern Glazer's Wine & Spirits – Talisker Distillers Edition
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 16 cases of #001798 Talisker Distillers Edition 750mL/6 as recommended.
 - o) Southern Glazer's Wine & Spirits – The Glenlivet 12yr Provence Edition
Approved the recommended Limited Time Offer Requests for October from Southern Glazer's Wine & Spirits for 125 cases of TBD The Glenlivet 12yr Provence Edition 750mL/6 as recommended.
4. Line Extensions Requests for October 2026:
- a) Martignetti Companies of Northern New England – Corazon Blanco Tequila
Approved the recommended Line Extensions Requests for October 2026 from Martignetti Companies of Northern New England for #102992 Corazon Blanco Tequila 1.75L/6 as recommended.
 - b) Southern Glazer's Wine & Spirits – Lunazul Reposado Tequila
Approved the recommended Line Extensions Requests for October 2026 from Southern Glazer's Wine & Spirits for TBD Lunazul Reposado Tequila 375mL/12 as recommended.
 - c) Southern Glazer's Wine & Spirits – Taaka Vodka
Approved the not recommended Line Extensions Requests for October 2026 from Southern Glazer's Wine & Spirits for #003612 Taaka Vodka 1.75L/6 as recommended.
5. November & December 2026 Multi Bottle Offers – Spirits
Approved the recommended November & December 2026 Multi Bottle Offers for Spirits as recommended.
6. November & December 2026 Outlet Busters Offers – Spirits
Approved the recommended November & December 2026 Outlet Busters Offers for Spirits as recommended.
7. One Time Buy Requests – October 2026:
- a) Flag Hill Distillery – Flag Hill Coffee Liqueur
Approved the recommended October 2026 One Time Buy Request from Flag Hill Distillery for 45 cases of #103936 Flag Hill Coffee Liqueur 750mL/12 as recommended.

- b) M.S. Walker – Los Dos Blanco Tequila
Approved the not recommended October 2026 One Time Buy Request from M.S. Walker for 80 cases of TBD Los Dos Blanco Tequila 750mL/6 as recommended.
- c) M.S. Walker – Ned Sour Mash Australian Whisky
Approved the not recommended October 2026 One Time Buy Request from M.S. Walker for 100 cases of TBD Ned Sour Mash Australian Whisky 700mL/6 and 100 cases of TBD Ned Green Sash Reserve Australian Whisky 700mL/6 as recommended.
- d) Pine State Trading Co., LLC – Buzzballz Cocktails Bent Banana
Approved the recommended October 2026 One Time Buy Request from Pine State Trading Co., LLC for 86 cases of #102091 Buzzballz Cocktails Bent Banana 200mL/24 as recommended.
- e) Pine State Trading Co., LLC – PA Dutch S'mores Cream Liqueur
Approved the recommended October 2026 One Time Buy Request from Pine State Trading Co., LLC for 140 cases of TBD PA Dutch S'mores Cream Liqueur 750mL/12 as recommended.
- f) Ruby Wines – Willett Distillery Pot Still Reserve Bourbon Cask Strength
Approved the recommended October 2026 One Time Buy Request from Ruby Wines for 70 cases of #104053 Willett Distillery Pot Still Reserve Bourbon Cask Strength 750mL/6 as recommended.
- g) Southern Glazer's Wine & Spirits – Barrell Bourbon Seagrass Rye & Cigar Blend
Approved the recommended October 2026 One Time Buy Request from Southern Glazer's Wine & Spirits for 12 cases of #007078 Barrell Craft Seagrass Rye 750mL/6 and 20 cases of #102490 Barrell Bourbon Cigar Blend 750mL/6 as recommended.
- h) Southern Glazer's Wine & Spirits – Hennessy Paradis
Approved the recommended October 2026 One Time Buy Request from Southern Glazer's Wine & Spirits for 19 cases of #062553 Hennessy Paradis 50mL/12 as recommended.
- i) Southern Glazer's Wine & Spirits – Jack Daniel's Single Brl SR Heritage
Approved the recommended October 2026 One Time Buy Request from Southern Glazer's Wine & Spirits for 179 cases of #004171 Jack Daniel's Single Brl SR Heritage 750mL/6 as recommended.
- j) Southern Glazer's Wine & Spirits – On the Rocks Chocolate Martini
Approved the recommended October 2026 One Time Buy Request from Southern Glazer's Wine & Spirits for 51 cases of TBD On the Rocks Chocolate Martini 375mL/12 as recommended.
- k) Southern Glazer's Wine & Spirits – Skrewball Peanut Butter & Jelly Whiskey
Approved the recommended October 2026 One Time Buy Request from Southern Glazer's Wine & Spirits for 280 cases of TBD Skrewball Peanut Butter & Jelly Whiskey 100mL/48 as recommended.
- l) Stone Fence Beverage – G4 Tequila Anejo
Approved the recommended October 2026 One Time Buy Request from Stone Fence Beverage for 20 cases of #003493 G4 Tequila Anejo 750mL/6 as recommended.
- m) Stone Fence Beverage – Metcalfe's Cranberry Liqueur
Approved the recommended October 2026 One Time Buy Request from Stone Fence Beverage for 30 cases of #008269 Metcalfe's Cranberry Liqueur 750mL/6 as recommended.

8. Purchase Order Requests:
 - a) Cathedral Ledge Distillery
Approved the recommended Purchase Order Request from Cathedral Ledge Distillery as recommended.
 - b) Mt Washington Distillers LLC
Approved the recommended Purchase Order Request from Mt Washington Distillers LLC as recommended.
 - c) Smoky Quartz Distillery
Approved the recommended Purchase Order Request from Smoky Quartz Distillery as recommended.
 - d) Stark Brewing Company
Approved the recommended Purchase Order Request from Stark Brewing Company as recommended.
 - e) Tamworth Distilling
Approved the recommended Purchase Order Request from Tamworth Distilling as recommended.
9. September 2026 Spirit Warehouse Only List
Approved the recommended September 2026 Spirit Warehouse Only List as recommended.
10. Special Allowance Offers – January 2027 – Spirits:
 - a) BayState Wines
Approved the recommended January 2027 Special Allowance Offer from BayState Wines as recommended.
 - b) Martignetti Companies of Northern New England
Approved the recommended January 2027 Special Allowance Offer from Martignetti Companies of Northern New England as recommended.
 - c) M.S. Walker
Approved the recommended January 2027 Special Allowance Offer from M.S. Walker as recommended.
 - d) Pine State Trading Co., LLC
Approved the recommended January 2027 Special Allowance Offer from Pine State Trading Co., LLC as recommended.
 - e) Ruby Wines
Approved the recommended January 2027 Special Allowance Offer from Ruby Wines as recommended.
 - f) Southern Glazer's Wine & Spirits
Approved the recommended January 2027 Special Allowance Offer from Southern Glazer's Wine & Spirits as recommended.
11. Spirits Test Market Results for Week Ending 10/11/2026
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:
 - #100080 Jack Rudy Mixers Old Fashioned Mix 16.0oz/12 – \$17.00 (Pine State Trading Co., LLC)
 - #101798 Buzzballz Cocktail Pink Lemonsqueezy 200mL/24 – \$3.80 (Pine State Trading Co., LLC)
 - #101959 Zumbador Blanco Tequila 750mL/12 – \$25.00 (Stone Fence Beverage)

Limited:

#101665 Boondocks Straight Bourbon 750mL/6– \$42.00 (M.S. Walker)

Delist:

#101231 Sambuca di Amore 375mL/24– \$7.00 (Southern Glazer's Wine & Spirits)

#101232 Agave Boom Lime Margarita 200mL/24– \$4.00 (Southern Glazer's Wine & Spirits)

#101234 Agave Boom Strawberry Margarita 200mL/24– \$4.00 (Southern Glazer's Wine & Spirits)

#101928 La Caza Blanco Tequila 750mL/6 – \$50.00 (Southern Glazer's Wine & Spirits)

12. Test Market Requests – October 2026:**a) BayState Wines – Blue Note Bourbons**

Approved the recommended and not recommended October 2026 Test Market Request from BayState Wines for TBD Blue Note Juke Joint Bourbon 750mL/6 (recommended) and TBD Blue Note Toasted Bourbon 750mL/6 (not recommended) as recommended.

b) BayState Wines – Hinch 5yr Double Wood

Approved the recommended October 2026 Test Market Request from BayState Wines for TBD Hinch 5yr Double Wood 700mL/6 as recommended.

c) BayState Wines – One of One Pinot Noir

Approved the recommended October 2026 Test Market Request from BayState Wines for #103407 One of One Pinot Noir 750mL/12 as recommended.

d) Martignetti Companies of Northern New England – Van Gogh Vanilla Vodka

Approved the recommended October 2026 Test Market Request from Martignetti Companies of Northern New England for #001552 Van Gogh Vanilla Vodka 750mL/6 as recommended.

e) Pine State Trading Co., LLC – FitVine Free Non-Alc Wines

Approved the recommended October 2026 Test Market Request from Pine State Trading Co., LLC for #103841 FitVine Free Non-Alcoholic Power Red 750mL/12, #103842 FitVine Free Non-Alcoholic Sparkling Rose 750mL/12, #103843 FitVine Free Non-Alcoholic Sparkling White 750mL/12 as recommended.

f) Pine State Trading Co., LLC – Juliette Peach Liqueur

Approved the recommended October 2026 Test Market Request from Pine State Trading Co., LLC for TBD Juliette Peach Liqueur 700mL/6 as recommended.

g) Pine State Trading Co., LLC – The Roaster's Daughter Espresso Martini

Approved the recommended October 2026 Test Market Request from Pine State Trading Co., LLC for TBD The Roaster's Daughter Espresso Martini 100mL/4pk/6 as recommended.

h) Ruby Wines – Nouvie Sparkling White NA

Approved the not recommended October 2026 Test Market Request from Ruby Wines for TBD Nouvie Sparkling White NA 250mL/4/6 as recommended.

g) Southern Glazer's Wine & Spirits – Deep Eddy Espresso Vodka

Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for #103419 Deep Eddy Espresso Vodka 750mL/12 as recommended.

h) Southern Glazer's Wine & Spirits – Oakside Cocktail Co. Paper Plane

Approved the not recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for TBD Oakside Cocktail Co. Paper Plane 750mL/6 as recommended.

- i) Southern Glazer's Wine & Spirits – Two Stacks Irish Cream
Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for #102647 Two Stacks Irish Cream 700mL/6 as recommended.
- j) Stone Fence Beverage – El Viejito Tequila Blanco
Approved the recommended October 2026 Test Market Request from Stone Fence Beverage for TBD El Viejito Tequila Blanco 750mL/6 as recommended.
- k) Stone Fence Beverage – G4 High Proof Tequila Blanco
Approved the recommended October 2026 Test Market Request from Stone Fence Beverage for TBD G4 High Proof Tequila Blanco 750mL/6 as recommended.
- l) Stone Fence Beverage – Molon Labe Barrel Finished Rum
Approved the recommended October 2026 Test Market Request from Stone Fence Beverage for #062227 Molon Labe Barrel Finished Rum 750mL/12 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 11:00 a.m. the meeting was adjourned.

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