New Hampshire Liquor Commission

Minutes of October 22, 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; Director Mark Armaganian, Enforcement; Ryan Wilson, DHL.

Excused: Deputy Commissioner Nicole Brassard Jordan; James Richards, Store Operations Administrator; Justin Gunter, Wine Marketing Specialist.

Public:
No public in attendance

I. **Pledge of Allegiance**

II. **Acceptance of Meeting Minutes from the Commission Meeting held October 15, 2026.**

Chairman Mollica accepted the minutes from the October 15, 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 112,972 inbound cases and 88,111 outbound cases. Inventory reached 1,019,084 cases. For comparison, at this time last year, there were 97,849 inbound cases, 99,462 outbound cases, and inventory was 912,442 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 sales are looking good across the state. Sales are up by almost 4% from last year. Bonus cards are doing well with just over 11, 000 cards issued so far.

3) Merchandising

A) Wine

1. June through September 2026 Appeal Request for Substance Riesling – Pine State Trading Co., LLC
   Approved the not recommended June through September 2026 Appeal Request for #102082 Substance Riesling 750mL from Pine State Trading Co., LLC as recommended.
2. REVISED One Time Purchase for our Power Buy Program – Southern Glazer's Wine & Spirits
   Approved the recommended REVISED One Time Purchase for our Power Buy Program from Southern Glazer's Wine & Spirits as recommended.
3. One-Time Buy Request – Bonanza Cabernet Sauvignon – Martignetti Companies of Northern New England
   Approved the recommended One-Time Buy Request from Martignetti Companies of Northern New England for 224 cases of #102230 Bonanza Cabernet Sauvignon 1L/9 as recommended.
4. One-Time Buy Request – Bonanza The Vinekeeper Napa Valley Cabernet Sauvignon – Martignetti Companies of Northern New England
   Approved the recommended One-Time Buy Request from Martignetti Companies of Northern New England for 112 cases of TBD Bonanza The Vinekeeper Napa Valley Cabernet Sauvignon 1L/9 as recommended.
5. One-Time Buy Request – Caymus Suisun The Walking Fool – Martignetti Companies of Northern New England
   Approved the recommended One-Time Buy Request from Martignetti Companies of Northern New England for 112 cases of TBD Caymus Suisun The Walking Fool 1L/9 as recommended.
6. One-Time Buy Request – Veuve – Southern Glazer's Wine & Spirits
   Approved the recommended One-Time Buy Request from Southern Glazer's Wine & Spirits for 1,200 cases of #006654 Veuve Clicquot Brut Yellow Label 750mL/12 as recommended.
7. 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.
8. On-Premise Special Discount – December 2026
   Approved the recommended On-Premise Special Discount for December 2026 as recommended.
9. Purchase Order Request – New Hampshire Wineries
   Approved the recommended Purchase Order Request for New Hampshire Wineries as recommended.
10. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 10/22/2026
    Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores 10/22/2026 as recommended.
11. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores – An Exploration of Tuscany Wine Week Event – Ruby Wines – 10/22/2026
    Approved the recommended and not recommended Allocated Wines for Distribution to Selected Stores – An Exploration of Tuscany Wine Week Event – Ruby Wines – 10/22/2026 as recommended.

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

B) Tasting Events
1. In-Store Bottle Signing and Tasting – with Ruby Wines and NHL's Jeremy Roenick Hockey Hall of Famer – November 2026
   Approved the recommended In-Store Bottle Signing and Tasting with Ruby Wines and NHL's Jeremy Roenick Hockey Hall of Famer for November 2026 as recommended.
2. In-Store Bottle Whiskey Blending Event – with Ruby Wines and Dexter Bourbon Company – November 2026
   Approved the recommended In-Store Bottle Whiskey Blending Event with Ruby Wines and Dexter Bourbon Company for November 2026 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.
4. 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. Revised November 2026 Additional Allowance Offers – Spirits:
   a) Pine State Trading Co., LLC
      Approved the recommended Revised November 2026 Additional Allowance Offers for Spirits from Pine State Trading Co., LLC as recommended.
   b) Southern Glazer's Wine & Spirits
      Approved the recommended Revised November 2026 Additional Allowance Offers for Spirits from Southern Glazer's Wine & Spirits as recommended.
2. Revised December 2026 Additional Allowance Offers – Spirits:
   a) Martignetti Companies of Northern New England
      Approved the recommended Revised December 2026 Additional Allowance Offers for Spirits from Martignetti Companies of Northern New England as recommended.
   b) Pine State Trading Co., LLC
      Approved the recommended Revised December 2026 Additional Allowance Offers for Spirits from Pine State Trading Co., LLC as recommended.
   c) Southern Glazer's Wine & Spirits
      Approved the recommended Revised December 2026 Additional Allowance Offers for Spirits from Southern Glazer's Wine & Spirits as recommended.
3. Revised November & December 2026 Multi Bottle Offers – Spirits
   Approved the recommended Revised November & December 2026 Multi Bottle Offers for Spirits as recommended.
4. Barrel Buy Program for Heaven Hill Brands Barrel Selects – October 2026 – Heaven Hill Dist Inc – Southern Glazer's Wine & Spirits
   Approved the recommended Barrel Buy Program for Heaven Hill Brands Barrel Selects – October 2026 from Southern Glazer's Wine & Spirits on behalf of Heaven Hill Dist Inc for 20 cases of TBD Larceny 92P Private Barrel #8306777 750mL/12, 15 cases of TBD

Larceny Barrel Proof Private Barrel #8306781 750mL/12, 13 cases of TBD Elijah Craig 94P Private Barrel #7649734 750mL/12, 13 cases of TBD Elijah Craig 94P Private Barrel #7660799 750mL/12, 18 cases of TBD Elijah Craig Barrel Proof Private Barrel #7649735 750mL/12, and 18 cases of TBD Elijah Craig Barrel Proof Private Barrel #7310674 750mL/12 as recommended.

5. Close Out Offers – Ruby Wines
   Approved the recommended Close Out Offers for Ruby Wines as recommended.
6. Limited Time Offer Requests – October 2026:
   a) Martignetti Companies of Northern New England – Balvenie 12yr Home Malted
      Approved the recommended Limited Time Offer Requests – October 2026 from Martignetti Companies of Northern New England for 100 cases of TBD Balvenie 12yr Home Malted 700mL/3 as recommended.
   b) Martignetti Companies of Northern New England – Jackson Morgan Cream Liqueurs
      Approved the recommended Limited Time Offer Requests – October 2026 from Martignetti Companies of Northern New England for 50 cases of #001718 Jackson Morgan Banana Pudding Cream 750mL/6 and 50 cases of #006668 Jackson Morgan Whipped Orange Cream 750mL/6 as recommended.
   c) Tabled M.S. Walker – Mionetto Aperitivo Alcohol Free
      Approved the request to table the Limited Time Offer Requests – October 2026 from M.S. Walker for 55 cases of #102955 Mionetto Aperitivo Alcohol Free 500mL/6.
   d) Ruby Wines – Row 94 Broken Branches Kentucky Straight Bourbon Whiskey
      Approved the recommended Limited Time Offer Requests – October 2026 from Ruby Wines for 25 cases of #104123 Row 94 Broken Branches Kentucky Straight Bourbon Whiskey 750mL/6 as recommended.
   e) Southern Glazer's Wine & Spirits – Crown Royal Chocolate
      Approved the recommended Limited Time Offer Requests – October 2026 from Southern Glazer's Wine & Spirits for #064218 Crown Royal Chocolate 750mL/12 as recommended.
   f) Southern Glazer's Wine & Spirits – Elijah Craig 21Yr Single Barrel Bourbon
      Approved the recommended Limited Time Offer Requests – October 2026 from Southern Glazer's Wine & Spirits for 40 cases of TBD Elijah Craig 21 Yr Single Barrel Bourbon 750mL/3 as recommended.
   g) Southern Glazer's Wine & Spirits – Jack Daniel's Malt Sherry Cask
      Approved the recommended Limited Time Offer Requests – October 2026 from Southern Glazer's Wine & Spirits for 200 cases of TBD Jack Daniel's Malt Sherry Cask 1L/6 as recommended.
   h) Southern Glazer's Wine & Spirits – Old Forester SB Barrel Proof #206068
      Approved the recommended Limited Time Offer Requests – October 2026 from Southern Glazer's Wine & Spirits for 31 cases of #062691 Old Forester SB Barrel Proof #206068 750mL/6 as recommended.
   i) Southern Glazer's Wine & Spirits – Widow Jane Black Opal
      Approved the recommended Limited Time Offer Requests – October 2026 from Southern Glazer's Wine & Spirits for 5 cases of TBD Widow Jane Black Opal 750mL/3 as recommended.
7. Line Extension Requests – October 2026:
   a) Pine State Trading Co., LLC – Il Tramonto Limoncello
      Approved the recommended Line Extension Requests – October 2026 from Pine

State Trading Co., LLC for #103907 IL Tramonto Limoncello 375mL/12 as recommended.

b) Southern Glazer's Wine & Spirits – Buffalo Trace Bourbon Cream
Approved the recommended Line Extension Requests – October 2026 from Southern Glazer's Wine & Spirits for #103501 Buffalo Trace Bourbon Cream 1.75L/6 as recommended.

c) Southern Glazer's Wine & Spirits – Five Farms Irish Cream Liqueur
Approved the not recommended Line Extension Requests – October 2026 from Southern Glazer's Wine & Spirits for #007511 Five Farms Irish Cream Liqueur 50mL/6 as recommended.

d) Southern Glazer's Wine & Spirits – Ketel One Lemon Drop Martini
Approved the recommended Line Extension Requests – October 2026 from Southern Glazer's Wine & Spirits for TBD Ketel One Lemon Drop Martini 750mL/12 as recommended.

8. One-Time Buy Requests – October 2026:
   a) Martignetti Companies of Northern New England – Glenfiddich 16yr Aston Martin F1 2026
   Approved the not recommended One-Time Buy Requests – October 2026 from Martignetti Companies of Northern New England for 103 cases of TBD Glenfiddich 16yr Aston Martin F1 2026 750mL/12 as recommended.

   b) M.S. Walker – Calumet Farm Bourbons
   Approved the recommended One-Time Buy Requests – October 2026 from M.S. Walker for 10 cases #007749 Calumet Farm 16 Year Old Bourbon 750mL/6, 10 cases of #008381 Calumet Farm 15 Yr Bourbon 750mL/6, 7 cases #100123 Calumet Farms 17 Yr Bourbon Decanter 750mL/3, 40 cases of #103484 Calumet Farm 12Yr Single Rack Bourbon 750mL/6, and 8 cases #100149 Calumet Farms 18 Yr Bourbon Decanter 750mL/3 as recommended.

   c) Pine State Trading Co., LLC – Dalmore 17 & 18 Year
   Approved the not recommended One-Time Buy Requests – October 2026 from Pine State Trading Co., LLC for 20 cases of #103879 The Dalmore 17 Year 750mL/6 and 10 cases of #103880 The Dalmore Cigar Malt Signature Reserve 18 Year 750mL/6 as recommended.

   d) Pine State Trading Co., LLC – 2XO The Hip-Hop Bourbon Blend
   Approved the not recommended One-Time Buy Requests – October 2026 from Pine State Trading Co., LLC for 56 cases of #103904 2XO The Hip-Hop Bourbon Blend 750mL/6 as recommended.

   e) Southern Glazer's Wine & Spirits – Belvedere Pure Organic Vodka
   Approved the recommended One-Time Buy Requests – October 2026 from Southern Glazer's Wine & Spirits for 7 cases of TBD Belvedere Pure Organic Vodka 3L/1 as recommended.

   f) Southern Glazer's Wine & Spirits – Crown Royal Salted Caramel Whisky
   Approved the recommended One-Time Buy Requests – October 2026 from Southern Glazer's Wine & Spirits for #001967 Crown Royal Salted Caramel Whisky 750mL/12 as recommended.

   g) Southern Glazer's Wine & Spirits – Pinnacle Vodka Seasonal Flavors
   Approved the recommended One-Time Buy Requests – October 2026 from Southern Glazer's Wine & Spirits for 100 cases of #003548 Pinnacle Pumpkin Spiced Vodka 750mL/12 and 100 cases of TBD Pinnacle Peppermint Bark 750mL/12 as recommended.

9. Purchase Order Requests:
    a) Flag Hill Distillery
    Approved the recommended Purchase Order Requests for Flag Hill Distillery as recommended.
    b) Pine State Trading Co., LLC/Fever Tree
    Approved the recommended Purchase Order Requests for Pine State Trading Co., LLC/Fever Tree as recommended.
    c) Southern Glazer's Wine & Spirits/Stonewall Kitchen LLC
    Approved the recommended Purchase Order Requests for Southern Glazer's Wine & Spirits/Stonewall Kitchen LLC as recommended.
    d) Tamworth Distilling
    Approved the recommended Purchase Order Requests for Tamworth Distilling as recommended.
10. Spirits Test Market Results for Week Ending 10/18/2026
    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:
    #103367 Baileys Chocolate Espresso Martini 750mL/12 – $22.00 (Southern Glazer's Wine & Spirits)
    Delist:
    #005429 New Riff Kentucky Straight Rye Whiskey 750mL/6 - $40.00 (Martignetti Companies of Northern New England)
    #101794 On the Rocks Whiskey Sour 375mL/12- $14.00 (Southern Glazer's Wine & Spirits)
    #101855 Tres Agave Org Strawberry Margarita Mix 1L/12 - $8.00 (Martignetti Companies of Northern New England)
    #101856 Tres Agaves Org Grapefruit Paloma Mixer 1L/12 - $8.00 (Martignetti Companies of Northern New England)
    #101931 Fris Vodka PET 100P 1.75L/6 - $16.00 (Southern Glazer's Wine & Spirits)
11. Test Market Requests – October 2026:
    a) M.S. Walker – Stonestreet Straight Bourbon Whiskey 5Yr
    Approved the recommended October 2026 Test Market Requests from M.S. Walker for #102019 Stonestreet Straight Bourbon Whiskey 5Yr 750mL/6 as recommended.
    b) Pine State Trading Co., LLC – 2XO White Oak Rye Bourbon
    Approved the not recommended October 2026 Test Market Requests from Pine State Trading Co., LLC for #103905 2XO White Oak Rye Bourbon 750mL/6 as recommended.
    c) Pine State Trading Co., LLC – Fettercairn 12 Year
    Approved the recommended October 2026 Test Market Requests from Pine State Trading Co., LLC for 103883 Fettercairn 12 Year 750mL/6 as recommended.
    d) Pine State Trading Co., LLC – Irished up Irish Cold Brew Coffee 4pk
    Approved the recommended October 2026 Test Market Requests from Pine State Trading Co., LLC for #103853 Irished Up Irish Cold Brew Coffee 4pk 200mL/4pk/6 as recommended.
    e) Pine State Trading Co., LLC – Kinky Grape Liqueur
    Approved the not recommended October 2026 Test Market Requests from Pine State Trading Co., LLC for TBD Kinky Grape Liqueur 750mL/6 as recommended.

f) Pine State Trading Co., LLC – Marcado28 Tequilas
Approved the not recommended October 2026 Test Market Requests from Pine State Trading Co., LLC for TBD Marcado28 Blanco Tequila 750mL/6 and TBD Marcado28 Reposado Tequila 750mL/6 as recommended.

g) Southern Glazer's Wine & Spirits – Dos Hombres Reposado Tequila
Approved the recommended October 2026 Test Market Requests from Southern Glazer's Wine & Spirits for TBD Dos Hombres Reposado Tequila 750mL/6 as recommended.

h) Southern Glazer's Wine & Spirits – Frey Ranch Straight Bourbon Whiskey
Approved the recommended October 2026 Test Market Requests from Southern Glazer's Wine & Spirits for TBD Frey Ranch Straight Bourbon Whiskey 750mL/6 as recommended.

i) Southern Glazer's Wine & Spirits – Heaven Hill BIB Double Mash
Approved the recommended October 2026 Test Market Requests from Southern Glazer's Wine & Spirits for TBD Heaven Hill BIB Double Mash 750mL/6 as recommended.

j) Southern Glazer's Wine & Spirits – Loch Lomond Original Single Malt
Approved the recommended October 2026 Test Market Requests from Southern Glazer's Wine & Spirits for #002056 Loch Lomond Original Single Malt 750mL/6 as recommended.

k) Stone Fence Beverage – Banhez Mezcal Artesanal Espadin & Barrill
Approved the recommended October 2026 Test Market Requests from Stone Fence Beverage for TBD Banhez Mezcal Artesanal Espadin & Barrill 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 10:58 a.m. the meeting was adjourned.

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