New Hampshire Liquor Commission

Minutes of October 29, 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; General Manager Jon Holland, 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 22, 2026.**

Chairman Mollica accepted the minutes from the October 22, 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 Jon Holland reported 96,455 inbound cases and 88,225 outbound cases. Inventory reached 1,025,974 cases. For comparison, at this time last year, there were 97,284 inbound cases, 99,727 outbound cases, and inventory was 907,073 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.

A) Director Mark Roy

1. NHLC Sample Policy – Update
   Approved the recommended NHLC Sample Policy Update as recommended.

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

For Information Only:

B) 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 around 14,000 bonus cards have been issued. Sales are up by almost 3% from last year.

3) Merchandising

A) Wine
   1. Revised December 2026 Special Allowance Offers – Wine – Pine State Trading Co., LLC
      Approved the recommended Revised December 2026 Special Allowance Offers for Wine from Pine State Trading Co., LLC as recommended.
   2. Revised December 2026 Special Allowance Offers – Wine – Southern Glazer's Wine & Spirits
      Approved the recommended Revised December 2026 Special Allowance Offers for Wine from Southern Glazer's Wine & Spirits as recommended.
   3. Revised Version Two December 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England
      Approved the recommended Revised Version Two December 2026 Special Allowance Offers for Wine from Martignetti Companies of Northern New England as recommended.
   4. Off-Premise Special Discount – Exclusive Grocery Price Busters December 2026
      Approved the recommended and not recommended December 2026 Off-Premise Special Discount – Exclusive Grocery Price Busters as recommended.
   5. Special Allowance Offers – Wine – January 2027:
      a) Martignetti Companies of Northern New England
         Approved the recommended January 2027 Special Allowance Offers for Wine from Martignetti Companies of Northern New England as recommended.
      b) M.S. Walker
         Approved the recommended January 2027 Special Allowance Offers for Wine from M.S. Walker as recommended.
      c) Pine State Trading Co., LLC
         Approved the recommended January 2027 Special Allowance Offers for Wine from Pine State Trading Co., LLC as recommended.
      d) Southern Glazer's Wine & Spirits
         Approved the recommended January 2027 Special Allowance Offers for Wine from Southern Glazer's Wine & Spirits as recommended.

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

B) Tasting Events

1. November 2026 New Hampshire Liquor & Wine Outlet In-Store Events
   Approved the recommended November 2026 New Hampshire Liquor & Wine Outlet In-Store Events as recommended**.**
2. December 2026 New Hampshire Liquor & Wine Outlet In-Store Events
   Approved the 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 – 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 – 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 October 2026 Test Market Request for Fettercairn 12 Year – E&J Gallo Winery – Pine State Trading Co., LLC
   Approved the recommended Revised October 2026 Test Market Request from Pine State Trading Co., LLC on behalf of E&J Gallo Winery for #103882 Fettercairn 12 Year 700mL/6 as recommended.
4. Tabled October 2026 Limited Time Offer for Mionetto Aperitivo Alcohol Free – M.S. Walker
   Approved the not recommended Tabled October 2026 Limited Time Offer from M.S. Walker for 55 cases of #102955 Mionetto Aperitivo Alcohol Free 500mL/6 as recommended.
5. Close Out Offers – Smoky Quartz Distillery
   Approved the recommended Close Out Offers for Smoky Quartz Distillery as recommended.
6. Limited Time Offer Requests – October 2026:
   a) Southern Glazer's Wine & Spirits – Johnnie Walker Blue Year of the Goat & Festive Blend
      Approved the recommended October 2026 Limited Time Offer Requests from Southern Glazer's Wine & Spirits for 20 cases of TBD Johnnie Walker Blue Year of the Goat 750mL/4 and 36 cases of TBD Johnnie Walker Blue Festive Blend 750mL/4 as recommended.
   b) Southern Glazer's Wine & Spirits – Smirnoff Peppermint Twist Vodka
      Approved the recommended October 2026 Limited Time Offer Requests from

Southern Glazer's Wine & Spirits for 445 cases of #003987 Smirnoff Peppermint Twist Vodka 750mL/12 as recommended.

c) Southern Glazer's Wine & Spirits – WhistlePig 15 Yr Old Rye
Approved the recommended October 2026 Limited Time Offer Requests from Southern Glazer's Wine & Spirits for 11 cases of #001655 WhistlePig 15 Yr Old Rye 750mL/3 as recommended.

7. Line Extension Requests – October 2026:
   a) Southern Glazer's Wine & Spirits – 99 Peaches
   Approved the recommended October 2026 Line Extension Requests from Southern Glazer's Wine & Spirits for #103500 99 Peaches 375mL/24 as recommended.
   b) Southern Glazer's Wine & Spirits – Chi Chi's Margarita
   Approved the recommended October 2026 Line Extension Requests from Southern Glazer's Wine & Spirits for TBD Chi Chi's Margarita 750mL/12 as recommended.
   c) Southern Glazer's Wine & Spirits – Hartley VSOP Brandy
   Approved the recommended October 2026 Line Extension Requests from Southern Glazer's Wine & Spirits for #001768 Hartley VSOP Brandy 1.75L/6 as recommended.
   d) Southern Glazer's Wine & Spirits – Meukow VS Cognac
   Approved the recommended October 2026 Line Extension from Southern Glazer's Wine & Spirits for TBD Meukow VS Cognac 1.75L/6 as recommended.
8. One-Time Buy Requests – October 2026:
   a) Pine State Trading Co., LLC – Buzzballz Cocktail BIGGIES Pink Lemonsqueezy
   Approved the recommended October 2026 One-Time Buy Requests from Pine State Trading Co., LLC for 104 cases of #101800 Buzzballz Cocktail BIGGIES Pink Lemonsqueezy 1.75L/3 as recommended.
   b) Pine State Trading Co., LLC – Rumchata Peppermint Bark
   Approved the recommended October 2026 One-Time Buy Requests from Pine State Trading Co., LLC for 200 cases of #005840 Rumchata Peppermint Bark 750mL/12 as recommended.
   c) Southern Glazer's Wine & Spirits – 1792 Bottled in Bond Single Barrel Select #1072
   Approved the recommended October 2026 One-Time Buy Requests from Southern Glazer's Wine & Spirits for 36 cases of #103052 1792 Bottled in Bond Single Barrel Select #1072 750mL/6 as recommended.
   d) Southern Glazer's Wine & Spirits – Barrell Craft Bourbon & Sweet Peat
   Approved the not recommended October 2026 One-Time Buy Requests from Southern Glazer's Wine & Spirits for 18 cases of TBD Barrell Bourbon French Toast(ed) 12 YO 750mL/3 and 18 cases of TBD Barrell Whiskey Sweet Peat 22 YO 750mL/3 as recommended.

e) Southern Glazer's Wine & Spirits – Jim Beam Pineapple and Red Stag Brick Pack
Approved the not recommended October 2026 One-Time Buy Requests from Southern Glazer's Wine & Spirits for 150 cases of TBD Jim Beam Pineapple and Red Stag Brick Pack 50mL/10/12 as recommended.

f) Southern Glazer's Wine & Spirits – Latverain Cask 20yr Orphan Barrel
Approved the recommended October 2026 One-Time Buy Requests from Southern Glazer's Wine & Spirits for 8 cases of TBD Latverain Cask 20yr Orphan Barrel 750mL/6 as recommended.

9. Purchase Order Requests:
   a) Pine State Trading Co., LLC
   Approved the recommended Purchase Order Requests from Pine State Trading Co., LLC as recommended.
   b) Smoky Quartz Distillery
   Approved the recommended Purchase Order Requests from Smoky Quartz Distillery as recommended.
   c) Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC
   Approved the recommended Purchase Order Requests from Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC as recommended.
   d) Southern Glazer's Wine & Spirits/Diageo North America Inc
   Approved the recommended Purchase Order Requests from Southern Glazer's Wine & Spirits/Diageo North America Inc as recommended.
10. Spirits Test Market Results for Week Ending 10/25/2026
    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:

    #102390 Dos Hombres Blanco Tequila 750mL/6 - $40.00 (Southern Glazer's Wine & Spirits)

    Specialty Distribution:

    #007420 Old Forester 1897 750mL/6 - $50.00 (Southern Glazer's Wine & Spirits)

    Delist:

    #001088 El Jimador Anejo Tequila 750mL/6 - $26.00 (Southern Glazer's Wine & Spirits)
    #063959 Goldie's Gin 750mL/6- $14.00 (Stone Fence Beverage)
    #102001 Jose Cuervo Authentic Double Strength Strawberry 1.75L/6 - $20.00 (Martignetti Companies of Northern New England)
    #102002 1800 High Proof Blanco 375mL/12 - $17.00 (Martignetti Companies of Northern New England)
    #102003 Maestro Dobel Reposado 750mL/6 - $50.00 (Martignetti Companies of Northern New England)
    #102004 1800 High Proof Reposado 375mL/12 - $18.00 (Martignetti Companies of Northern New England)

11. Test Market Requests – October 2026:
    a) M.S. Walker – Mionetto Aperitivo Alcohol Free
       Approved the recommended October 2026 Test Market Request from M.S. Walker for #102955 Mionetto Aperitivo Alcohol Free 500mL/6 as recommended.
    b) Pine State Trading Co., LLC – 2XO White Oak Straight Rye
       Approved the recommended October 2026 Test Market Request from Pine State Trading Co., LLC for #103996 2XO White Oak Straight Rye 750mL/6 as recommended.
    c) Southern Glazer's Wine & Spirits – Beluga Noble Vodka
       Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for TBD Beluga Noble Vodka 750mL/6 as recommended.
    d) Southern Glazer's Wine & Spirits – Hornitos Pineapple
       Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for #064000 Hornitos Pineapple 750mL/12 as recommended.
    e) Southern Glazer's Wine & Spirits – Jägermeister Orange
       Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for #102424 Jägermeister Orange 750mL/6 as recommended.
    f) Southern Glazer's Wine & Spirits – Oyster Fine Gin
       Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for TBD Oyster Fine Gin 750mL/6 as recommended.
    g) Southern Glazer's Wine & Spirits – Pinnacle 100 Proof Vodka
       Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for TBD Pinnacle 100 Proof Vodka 1.75L/6 as recommended.
    h) Southern Glazer's Wine & Spirits – Ruffino Alcohol Removed Sparkling Wine
       Approved the recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for #104028 Ruffino Alcohol Removed Sparkling Wine 750mL/12 as recommended.
    i) Southern Glazer's Wine & Spirits – Tost Sparkling Non Alcs
       Approved the recommended and not recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for #100820 Tost Sparkling Rose 750mL/12 (**r**ecommended) and #100818 Tost Sparkling Sangria 750mL/12 (not recommended) and #100819 Tost Sparkling Original 750mL/12 (not recommended) as recommended.
    j) Southern Glazer's Wine & Spirits – Viva Agave Reposado
       Approved the not recommended October 2026 Test Market Request from Southern Glazer's Wine & Spirits for TBD Viva Agave Reposado 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**

1. Recommended 2026 Holiday Hours
   Approved the recommended 2026 Holiday Hours as recommended.

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