New Hampshire Liquor Commission

Minutes of November 05, 2026 Meeting

Meeting commenced at 10:30 a.m.

Present:
Chairman Joseph Mollica; Deputy Commissioner Nicole Brassard Jordan; Ed Gregory, Acting Store Operations Administrator; Justin Gunter, Wine Marketing Specialist; Lieutenant Benjamin Williams, Enforcement; General Manager Jon Holland, DHL.

Excused: James Richards, Store Operations Administrator; Director Mark Armaganian, Enforcement; Mark Roy, Director of Marketing, Merchandising, and Warehousing

Public:
No public in attendance

I. **Pledge of Allegiance**

II. **Acceptance of Meeting Minutes from the Commission Meeting held October 29, 2026.**

Chairman Mollica accepted the minutes from the October 29, 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 86,173 inbound cases and 96,026 outbound cases. Inventory reached 1,015,504 cases. For comparison, at this time last year, there were 101,078 inbound cases, 91,908 outbound cases, and inventory was 926,160 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) 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 the stores are getting everything ready for the holidays and boosting up the displays. The bonus cards are at just over 17, 000 issued with the sale ending November 22nd.

3) Merchandising

A) Wine

1. Revised Purchase Order Request – Flag Hill Winery
   Approved the recommended Revised Purchase Order Request for Flag Hill Winery as recommended.

After review of the Wine items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

B) Tasting Events

1. In-Store Tasting – Bord Bia – Slainte Social: Irish Sips & Snacks
   Approved the recommended In-Store Tasting – Bord Bia – Slainte Social: Irish Sips & Snacks as recommended.
2. 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.

After review of the Tasting Events listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted.

C) Spirits

1. #063959 – Goldie's Gin 750mL – Recommendation – Appeal for Specialty Distribution
   Approved the recommended Appeal for Specialty Distribution for #063959 Goldie's Gin 750mL as recommended.
2. 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.
   Deputy Commissioner Brassard Jordan recused herself from the review of this Spirits item as she assisted the Marketing team.
3. 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.
   Deputy Commissioner Brassard Jordan recused herself from the review of this Spirits item as she assisted the Marketing team.

4. Revised Purchase Order Requests:
    a) Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC
    Approved the recommended Revised Purchase Order Request for Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC as recommended.
    b) Southern Glazer's Wine & Spirits/Stonewall Kitchen LLC
    Approved the recommended Revised Purchase Order Request for Southern Glazer's Wine & Spirits/Stonewall Kitchen LLC as recommended.
5. 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 #104183 Fettercairn 12 Year 700mL/6 as recommended.
6. January 2027 Additional Allowance Offers – Spirits – Southern Glazer's Wine & Spirits
    Approved the recommended January 2027 Additional Allowance Offers for Spirits from Southern Glazer's Wine & Spirits as recommended.
7. Close Out Offers – M.S. Walker
    Approved the recommended Close Out Offers from M.S. Walker as recommended.
8. Jägermeister "Snow League Sweepstakes" – October 2026 through January 2027
    Approved the recommended Jägermeister "Snow League Sweepstakes" for October 2026 through January 2027 as recommended.
9. Jim Beam "Hit the Beam Sweepstakes" – September 2026 through February 2027
    Approved the recommended Jim Beam "Hit the Beam Sweepstakes" for September 2026 through February 2027 as recommended.
10. Limited Time Offer Requests – November 2026:
    a) M.S. Walker – ChocoLat Deluxe Pistachio Chocolate
    Approved the recommended November 2026 Limited Time Offer Requests from M.S. Walker for 140 cases of #104103 ChocoLat Deluxe Pistachio Chocolate 750mL/12 as recommended.
    b) Pine State Trading Co., LLC – SoonHari Variety
    Approved the recommended November 2026 Limited Time Offer Requests from Pine State Trading Co., LLC for 48 cases of #104059 SoonHari Variety 375mL/6pk/4 as recommended.
11. Line Extension Request for New Amsterdam Pink Whitney 50mL 10pk – E&J Gallo Winery – Pine State Trading Co., LLC – November 2026
    Approved the recommended November 2026 Line Extension Request from Pine State Trading Co., LLC on behalf of E&J Gallo Winery for #008165 New Amsterdam Pink Whitney 50mL/10pk/12 as recommended.
12. New Hampshire Spirits Display Rack Program – January, February, and March 2027
    Approved the recommended New Hampshire Spirits Display Rack Program for January, February, and March 2027 as recommended.

13. One-Time Buy Request – October 2026 – Southern Glazer's Wine & Spirits – Jack Daniel's Winter Jack
    Approved the recommended October 2026 One-Time Buy Request from Southern Glazer's Wine & Spirits for 248 cases of #001244 Jack Daniel's Winter Jack 750mL/12 as recommended.
14. One-Time Buy Requests – November 2026:
    a) Pine State Trading Co., LLC – Don Fulano Imperial Extra Anejo
       Approved the recommended November 2026 One-Time Buy Request from Pine State Trading Co., LLC for 15 cases of #062991 Don Fulano Imperial Extra Anejo 750mL/6 as recommended.
    b) Pine State Trading Co., LLC – Fettercairn 16 Year
       Approved the not recommended November 2026 One-Time Buy Request from Pine State Trading Co., LLC for 20 cases of #104181 Fettercairn 16 Year 700mL/6 as recommended.
15. Purchase Order Requests – November 2026:
    a) Cathedral Ledge Distillery
       Approved the recommended November 2026 Purchase Order Request for Cathedral Ledge Distillery as recommended.
    b) Flag Hill Distillery
       Approved the recommended November 2026 Purchase Order Request for Flag Hill Distillery as recommended.
16. June 2026 Semi-Annual Spirits Accessories 3-Month Warning Item Review – November 2026
    Approved the recommended November 2026 Semi-Annual Spirits Accessories 3-Month Warning Item Review from June 2026 as recommended.
17. June 2026 Semi-Annual Spirits Warning Item Review – November 2026
    Approved the recommended November 2026 Semi-Annual Spirits Warning Item Review from June 2026 as recommended.
18. Spirits Test Market Results for Week Ending 11/01/2026
    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:

    #102638 Dr McGillicuddy's Root Beer 1.75L/6 - $29.00 (Southern Glazer's Wine & Spirits)

    Delist:

    #062321 Sagamore Small Batch Rye Whiskey 750mL/6 - $40.00 (Martignetti Companies of Northern New England)

    #060839 Volcan Reposado Tequila 750mL/6 - $67.00 (Southern Glazer's Wine & Spirits)

    #102025 Rumple Minze Cinnamint Whiskey 750mL/12 - $22.00 (Southern Glazer's Wine & Spirits)

    #102042 Rebel Root Beer Whiskey 750mL/6 - $20.00 (Martignetti Companies of Northern New England)

#102043 Yellowstone Cocktails Espresso RTD 750mL/6 - $25.00 (Martignetti Companies of Northern New England)

#102207 Star & Key Passion Fruit Rum 700mL/6 - $40.00 (Pine State Trading Co., LLC)

19. Test Market Requests – November 2026:
    a) Pine State Trading Co., LLC – SoonHari Yogurt
    Approved the recommended November 2026 Test Market Request from Pine State Trading Co., LLC for #102706 SoonHari Yogurt 375mL/20 as recommended.
    b) Pine State Trading Co., LLC – Jack Rudy Mixers Bourbon Cherries & Vermouth Olives
    Approved the recommended November 2026 Test Market Request from Pine State Trading Co., LLC for #100173 Jack Rudy Mixers Bourbon Cherries 13.5oz/6 and #100250 Jack Rudy Mixers Vermouth Olives 16oz/6 as recommended.

After review of the Spirits items listed above, Deputy Commissioner Brassard Jordan made a motion to accept the recommendations as presented by Mr. Gunter. Chairman Mollica seconded the motion. The motion was unanimously adopted (**as noted above, Deputy Commissioner Brassard Jordan recused herself from items 2 &3**).

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 10:52 a.m. the meeting was adjourned.

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