

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 15, 2025
Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD May 8, 2025

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

IV) MARKETING AND SALES

1) Marketing Update

For Information Only:

A) Administrative Notice of Non-Compliance to Liq 401.03

1. New Administrative Notices
2. Updated information on previous weeks' Administrative Notices

2) Store Operations Update

3) Merchandising

A) Wine

1. Enter-To-Win a Trip for Two Sweepstakes – May-September 2025 – Cupcake Vineyards – Southern Glazer's Wine and Spirits
2. July, August, and September 2025 – NH Winery Display Rack Program
3. REVISED June 2025 Special Allowance Offers – Wine – Martignetti Companies of NNE
4. REVISED July 2025 Special Allowance Offers – Wine – Martignetti Companies of NNE
5. Special Allowance Offers – August 2025 – Wine:
 - a) Bay State Wine & Spirits
 - b) Martignetti Companies of NNE
 - c) Pine State Beverage
 - d) RNDC New Hampshire
 - e) Ruby Wines New Hampshire
 - f) Southern Glazer's Wine and Spirits
 - g) MS Walker

B) Tasting Events

1. May 2025 NH Liquor & Wine Outlet In-Store Events
2. June 2025 NH Liquor & Wine Outlet In-Store Events
3. July 2025 NH Liquor & Wine Outlet In-Store Events
4. August 2025 NH Liquor & Wine Outlet In-Store Events

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C) Spirits

1. Endless Summer Sale – Spirits
2. Limited Time Offer Request for WhistlePig Gravestock – MHW LTD – Southern Glazer's Wine and Spirits – June 2025
3. Line Extension Requests – April & May 2025:
 - a) Southern Glazer's Wine and Spirits – Buffalo Trace Bourbon Cream 375mL
 - b) Southern Glazer's Wine and Spirits – GranGala Triple Orange Liqueur 1L
4. One Time Buy Requests – May 2025:
 - a) Ruby Wines New Hampshire – Buzzard's Roost Rye Barrel #76528 and Buzzard's Roost Bourbon Barrel #72916
 - b) Ruby Wines New Hampshire – Chicken Cock Bourbon Barrel #29588 and Chicken Cock Bourbon Barrel #29605
5. Promotional Sale – June thru December 2025 – Tito's Vodka – Revised
6. Special Allowance Offers – August 2025 – Spirits:
 - a) Martignetti Companies of NNE
 - b) Pine State Trading
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) Stone Fence Beverage
 - g) MS Walker
7. Spirits Test Market Results for Week Ending 05/11/2025
8. Sweepstakes Request – Bulleit x Traeger x Bank of NH Pavilion
9. Test Market Requests – May 2025:
 - a) RNDC New Hampshire – Sogno di Sorrento Crema di Melone
 - b) Ruby Wines New Hampshire – St. George Valley Gin
 - c) Stone Fence Beverage – Amante 1530 Aperitivo Amaro
 - d) Stone Fence Beverage – Cut Above Gin, Cut Above Agave Blanco, Cut Above Whiskey
10. Voluntary Request for Delist with Close Out Pricing

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT