

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of June 26, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD June 19, 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. E-mail Coupons – September 2025
2. Enter-To-Win a Trip to Kentucky's Bourbon Trail – September-October 2025 – The Wine Group – Southern Glazer's Wine and Spirits
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/26/2025
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti High End Spring Tasting 06/25/2025
6. REVISED One Time Buy Request with Adjusted Case Cost for State Owned Inventory – Summer Water Rose – Bay State Wine & Spirits
7. Roll Out Requests – Multiple Brokers – September 2025
8. Special Allowance Offers – Wine - September 2025:
 - a) Bay State Wine & Spirits
 - b) Martignetti Companies of NNE
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) Vinilandia
 - g) MS Walker
9. Test Market Requests – Multiple Brokers – September 2025
10. Wine Multi Bottle Promotion – September 2025

B) Tasting Events

1. In-Store Tasting – Bord Bia and Irish Whiskey in Epping – July 2025

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Meeting starts at 10:30 a.m.

2. In-Store Tasting – Bord Bia and Irish Whiskey in Nashua – July 2025
3. July 2025 NH Liquor & Wine Outlet In-Store Events
4. August 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. E-Coupon Offers – Spirits – August 2025
2. TABLED Revised June 2025 Limited Time Offer Request for High West American Whiskey – Constellation Wine US – RNDC New Hampshire
3. Limited Time Offer Requests – June 2025:
 - a) RNDC New Hampshire – Penelope American Light Whiskey
 - b) RNDC New Hampshire – Shottys Tropical Pack
 - c) Southern Glazer’s Wine and Spirits – Kahlua Dunkin Caramel Swirl
4. Line Extension Request for Cazadores Reposado Tequila 375mL – Bacardi USA Inc – Southern Glazer’s Wine and Spirits – June 2025
5. One Time Buy Requests – June 2025:
 - a) Ruby Wines New Hampshire – Dexter Small Batch Rye Five Woods Finish
 - b) Southern Glazer’s Wine and Spirits – Smirnoff Electric Guava
6. Promotional Sale – June through December 2025 – Tito’s Vodka
7. Purchase Order Request – NHLG Gift Bags
8. Revised/Additional – August 2025 Multi-Bottle Offers – Spirits
9. Special Allowance Offers – Spirits – September 2025:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
 - c) Ruby Wines New Hampshire
 - d) Southern Glazer’s Wine and Spirits
10. Spirits Test Market Results for Week Ending 06/22/2025
11. Test Market Requests – June 2025:
 - a) RNDC New Hampshire – Henderson Vanilla Flavored Whiskey
 - b) RNDC New Hampshire – Volando Reposado Tequila
 - c) Southern Glazer’s Wine and Spirits- Jefferson’s Rye Whiskey
 - d) Southern Glazer’s Wine and Spirits – Kahlua Dunkin Caramel Swirl
 - e) Southern Glazer’s Wine and Spirits – Patron Citronge Orange Jalapeno
 - f) Southern Glazer’s Wine and Spirits – Wild Turkey Rare Breed Rye

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT