

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 3, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD June 26, 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. June 2025 Cost Change Approval List
2. June 2025 Primary Source Recommendations
3. Appeal Requests:
  - a) Martignetti Companies – Schramsberg Mirabelle Brut Rose
  - b) Ruby Wines New Hampshire – Champagne Vranken Demoiselle Rose Brut
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE 07/03/2025
5. Request for Wine Specialty Status – Misc Brokers
6. Special Allowance Offers – September 2025 – Wine – Pine State Beverage
7. REVISED Test Market Results for January – April 2025 – EXPAND DISTRIBUTION
8. Off-Premise Special Discount – Exclusive Grocery Price Busters September 2025
9. NH Off-Premise Special Discount – Price Busters September & October 2025

#### B) Tasting Events

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

#### C) Spirits

1. June 2025 Spirit Warehouse Only List
2. Purchase Order Request – Multiple Brokers
3. REVISED – August 2025 E-Coupon Offers – Spirits

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4. TABLED – REVISED June 2025 Limited Time Offer Request for High West American Whiskey – Constellation Wine US – RNDC New Hampshire
5. Limited Time Offer Requests – July 2025:
  - a) Martignetti Companies of NNE – Cathedral Ledge BIB Organic Straight Rye and Cathedral Ledge BIB Organic Straight Bourbon
  - b) RNDC New Hampshire – Penelope Rio Straight Bourbon
  - c) Southern Glazer’s Wine and Spirits – Elijah Craig Small Batch Ryder Cup
  - d) Southern Glazer’s Wine and Spirits – Hornitos Pineapple
6. Line Extension Request – July 2025 – Granite State Vodka 750mL – Sazerac Co Inc – Southern Glazer’s Wine and Spirits
7. One Time Buy Requests – July 2025:
  - a) Martignetti Companies of NNE – Art of Spirits Frogman ‘Dan Healy’, Art of Spirits Frogman ‘Nate Hardy’, and Art of Spirits Frogman ‘Blake Marston’
  - b) Martignetti Companies of NNE – Glenfiddich 12Yr American Oak Single Malt
  - c) Pine State Beverage – 2XO Vinyl Blend Bourbon
  - d) Ruby Wines New Hampshire – BHAKTA 2011 Bourbon Whiskey in Armagnac Cask Finish
  - e) Stone Fence Beverage – Found North Cask Strength Whisky Batch 11 and Found North Cask Strength Peregrine 2024
8. Special Allowance Offers – September 2025 – Spirits – Pine State Trading
9. Spirits Test Market Results for Week Ending 06/29/2025
10. Test Market Requests – July 2025:
  - a) Martignetti Companies of NNE – Bardstown Bourbon
  - b) Pine State Beverage – Black Button Distilling Bespoke Bourbon Cream, Black Button Distilling Four Grain Straight Bourbon Whisky, Black Button Distilling Citrus Forward Gin, and Black Button Distilling Can Bee Cocktails Bee’s Knees
  - c) Pine State Beverage – Seven Seals Sherry Wood Finish Single Malt Whisky
  - d) RNDC New Hampshire – Jack Daniel’s Tennessee Blackberry
  - e) Southern Glazer’s Wine and Spirits – Santo Fino Blanco 110P Tequila
  - f) Southern Glazer’s Wine and Spirits – Svedka Vodka 100P

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT