

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 10, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD July 3, 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. CORRECTION Test Market Results for January – April 2025 – EXPAND DISTRIBUTION
2. REVISED Special Allowance Offers – Wine – August 2025:
  - a) Martignetti Companies of NNE
  - b) Pine State Beverage
  - c) RNDC New Hampshire
  - d) Ruby Wines New Hampshire
  - e) Southern Glazer's Wine and Spirits
  - f) MS Walker
3. ADDITIONAL Special Allowance Offers – Wine – September 2025:
  - a) Pine State Beverage
  - b) Southern Glazer's Wine and Spirits
  - c) MS Walker
4. One Time Purchase for our Power Buy Program – Misc Brokers
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/10/2025
6. Request for Wine Specialty Status – Misc Brokers
7. REVISED Roll Out Requests – Multiple Brokers – September 2025
8. Vendor Request Closeout Pricing with Additional Purchase – Uncorked, LLC

#### 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

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## C) Spirits

1. Limited Time Offer Requests – June & July 2025:
  - a) Southern Glazer's Wine and Spirits - Casamigos RTD Margarita Variety Pack
  - b) Southern Glazer's Wine and Spirits – Henry McKenna Single Barrel 10YO
  - c) Southern Glazer's Wine and Spirits – Pikesville Rye 110 Whiskey
2. One Time Buy Requests – July 2025:
  - a) Ruby Wines New Hampshire – Buzzard's Roost Straight Bourbon Whiskey Finished with Toast
  - b) Ruby Wines New Hampshire – Chicken Cock Ryeteous Blonde Beer Barrel Finish
  - c) Southern Glazer's Wine and Spirits – West Cork Tripple Blend, West Cork 9yr Red Wine Cask, and West Cork 5yr Post Still SB
3. Purchase Order Request – Multiple Brokers
4. Spirits Test Market Results for Week Ending 07/06/2025
5. Test Market Requests – July 2025:
  - a) Martignetti Companies of NNE – Bushmills Single Malt 12 YR
  - b) Martignetti Companies of NNE – Stranahan's Blue Peak Single Malt
  - c) Pine State Beverage – Jura Bourbon Cask Single Malt Scotch Whisky
  - d) Pine State Beverage – Lyvely Espresso Martini
  - e) Pine State Beverage – Tamnavulin Red Wine Cask Single Malt Scotch
  - f) RNDC New Hampshire – Bumbu Crème
  - g) Ruby Wines New Hampshire – Cape Horn Anejo Tequila
  - h) Ruby Wines New Hampshire – The Barker Company Espresso Martini
  - i) Southern Glazer's Wine and Spirits – Glenmorangie 12yr Original
  - j) Southern Glazer's Wine and Spirits – Nikka from the Barrel
6. 2025 Winter Spirits Seasonal & VAP Offers

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT