

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 17, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD July 10, 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. Additional Special Allowance Offers – August 2025 – Wine – Southern Glazer's Wine and Spirits
2. REVISED Special Allowance Offers – August 2025 – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
3. ADDITIONAL Special Allowance Offers – September 2025 – Wine – Martignetti Companies of NNE
4. One Time Buy Request – Holiday Items – Bay State Wine and Spirits
5. One Time Purchase for our Power Buy Program – Misc Brokers
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/17/2025
7. Request for Wine Specialty Status – Misc Brokers
8. REVISED Wine Endless Summer Sale – August & September 2025
9. Roll Out Results for May – June 2025 – EXPAND DISTRIBUTION
10. Roll Out Results – May 2025 – June 2025 – REMOVE FROM RETAIL
11. Test Market Results for March – June 2025 – EXPAND DISTRIBUTION
12. Test Results – March – June 2025 – REMOVE FROM RETAIL

For Information Only

13. Status of 2025 Roll Out Items
14. Status of 2025 Test Items

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B) Tasting Events

1. In-Store Bottle Signing and Tasting with SGWS and WWE Celebrity Personality – August 2025
2. In-Store Tasting – RNDC – Wines from Trivento, Maipo – August 2025
3. July 2025 NH Liquor & Wine Outlet In-Store Events
4. August 2025 NH Liquor & Wine Outlet In-Store Events
5. September 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. New Spirits Top 200 Review for 12 Months Ending 06/30/2025
2. July 2025 Flash Sale – Spirits
3. Additional Special Allowance Offers – August 2025 – Spirits – Martignetti Companies of NNE
4. Limited Time Offer Requests – July & September 2025:
 - a) Martignetti Companies of NNE – Redemption Bourbon Cognac Cask
 - b) Pumpkin Blossom Farm – Lavender Fields at Pumpkin Blossom Farm
 - c) RNDC New Hampshire – Peerless Double Oak Kentucky Straight Rye Whiskey and Peerless High Rye Kentucky Straight Bourbon Whiskey
 - d) Southern Glazer's Wine and Spirits – Angel's Envy Bourbon Bottled in Bond
 - e) Southern Glazer's Wine and Spirits – Crown Royal Chocolate
5. Line Extension Request – July 2025 – Tarantula Azul 1.75L – McCormick Distilling Co – RNDC New Hampshire
6. One Time Buy Requests – July 2025 – Kinky Grape Liqueur and Kinky Orange Cream Liqueur – Pine State Beverage
7. Purchase Order Request – Multiple Brokers
8. Purchase Order Request – Pine State Beverage
9. Spirits Test Market Results for Week Ending 07/13/2025
10. Sweepstakes Request – Lunazul Tequila “Your Game, Your Way” Sweepstakes
11. Test Market Requests – July 2025:
 - a) Martignetti Companies of NNE – Boodles British Gin
 - b) Martignetti Companies of NNE – Gibson's Finest 12Yr Canadian Whisky
 - c) RNDC New Hampshire – Bully Boy Bottled in Bond Bourbon Whiskey
 - d) Southern Glazer's Wine and Spirits – Bulleit Whiskey Sour Cocktail
 - e) Southern Glazer's Wine and Spirits – Ketel One Lemon Drop Martini
 - f) Stone Fence Beverage – Von Payne Black Whiskey

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT