

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 24, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD July 17, 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. Allocated Wine Reduction Closeout Items:
 - a) Pine State Beverage
 - b) RNDC New Hampshire
 - c) Vinilandia
 - d) MS Walker
2. Enter-To-Win Concerts for a Year: June – December 2025 – Ch Ste Michelle – Southern Glazer's Wine and Spirits
3. October 2025 Monthly Promotional Sale
4. One Time Purchase for our Power Buy Program – Martignetti – Serge Dore Selections
5. Purchase Order Request – Moonlight Meadery
6. Roll Out Requests – Multiple Brokers – October 2025
7. REVISED – Vendor Request Closeout Pricing with Additional Purchase – Uncorked, LLC
8. REVISED NH Off-Premise Special Discount – Price Busters September & October 2025

B) Tasting Events

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

C) Spirits

1. June 2025 Bi-Annual 50mL Spirits Item Review
2. June 2025 Bi-Annual Spirits Accessories Review

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3. June 2025 Bi-Annual Spirits Item Review
4. E-Coupon Offers – September 2025 – Spirits
5. Limited Time Offer Requests – July 2025:
 - a) RNDC New Hampshire – Lux Row Small Batch PX Sherry Finish
 - b) RNDC New Hampshire – Penelope Cigar Series Chapter 01
 - c) Southern Glazer’s Wine and Spirits – Deep Eddy National Tailgate Pack
 - d) Southern Glazer’s Wine and Spirits – Evan Williams Single Barrel
 - e) Southern Glazer’s Wine and Spirits – Laphroaig Elements 3.0
 - f) Southern Glazer’s Wine and Spirits – Myer’s Signature Cask Collection – Eagle Rare 17yr, Myer’s Signature Cask Collection – George T Stag Barrel, Myer’s Signature Cask Collection – Sazerac Rye 18yr Barrel, Myer’s Signature Cask Collection – Thomas H Handy Barrel, and Myer’s Signature Cask Collection – Weller Barrel
 - g) Southern Glazer’s Wine and Spirits – Tequila Ocho Extra Anejo and Tequila Ocho Barrel Proof Reposado
 - h) Southern Glazer’s Wine and Spirits – Toki Black
6. Line Extension Request – July 2025 - Southern Glazer’s Wine and Spirits – Grey Goose L’Orange Vodka 1.75L, Grey Goose La Poire Vodka 1.75L, and Grey Goose Le Citron Vodka 1.75L
7. Multi-Bottle Offers – September 2025 – Spirits
8. One Time Buy Requests – July 2025:
 - a) Ruby Wines New Hampshire – BHAKTA 1928 Private Select Lamprey Collection, BHAKTA 1928 Private Select Grandpa Collection, and BHAKTA 1928 Richter Collection 25th Edition
 - b) Southern Glazer’s Wine and Spirits – Angel’s Envy True Companion Barrel #241511, Angel’s Envy Creamy & Dreamy Barrel #250030, Angel’s Envy Chocolate Dipped Cherry Barrel #250055, Angel’s Envy Evenflow Barrel #250109, Angel’s Envy Hits the Marks Barrel #241413, and Angel’s Envy Toasted & Roasted Barrel #241248
 - c) Southern Glazer’s Wine and Spirits – Knob Creek Flight Center Barrel
 - d) Stone Fence Beverage – Amrut Indian Single Malt Cask Strength
 - e) Stone Fence Beverage – NEBCo Toasted French Oak Project #1
9. Spirits Test Market Results for Week Ending 07/20/2025
10. Sweepstakes Request – Elysian Field Lavender Gin “Summer Getaway” Sweepstakes
11. Test Market Request – July 2025:
 - a) RNDC New Hampshire – Casa Azul Reposado
 - b) RNDC New Hampshire – Uncle Charlie’s French Toast Whiskey
 - c) Southern Glazer’s Wine and Spirits – Dirty Shirley Extra Dirty
 - d) Southern Glazer’s Wine and Spirits – Gran Gala VS Cognac
 - e) Southern Glazer’s Wine and Spirits – Hochstadter’s Slow & Low Coffee Old Fashioned
 - f) Southern Glazer’s Wine and Spirits – Old Fitzgerald 7 yr BIB
 - g) MS Walker – Planteray Cut & Dry Coconut Rum
12. 2025 Winter Spirits Seasonal & VAP Offers – Additional

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V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT