

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 31, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD July 24, 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. July 2025 Primary Source Recommendations
2. Additional Size Request – Martignetti Companies of NNE
3. ADDITIONAL September 2025 Special Allowance Offers – Wine – Southern Glazer's Wine & Spirits
4. CORRECTION Wine Multi Bottle Promotion – September 2025
5. Endless Summer – SUMMER SPLASH SALE – August & September 2025
6. REVISED E-mail Coupons – September 2025
7. Test Market Requests – Multiple Brokers – October 2025
8. On-Premise Special Discount – September 2025

B) Tasting Events

1. August 2025 NH Liquor & Wine Outlet In-Store Events
2. October 2025 NH Liquor & Wine Outlet In-Store Events
3. NH Winery New Listing – Hermit Woods Winery

C) Spirits

1. July 2025 Spirit Warehouse Only List
2. Limited Time Offer Requests – July & August 2025:
 - a) Martignetti Companies of NNE – Glenfiddich 14 Yr Bourbon Cask Scotch
 - b) RNDC New Hampshire – ISCO Aquavit
 - c) Sazerac Company – Buzzballz Biggies Berry Cherry Limeade
 - d) Southern Glazer's Wine and Spirits – Fabrizia Lemonade Variety Pack
 - e) Southern Glazer's Wine and Spirits – Illegal Mezcal Anejo

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- f) Southern Glazer's Wine and Spirits – WhistlePig FarmStock Beyond Bonded Rye
- g) MS Walker – Chartreuse Yellow Liqueur and Green Chartreuse Liqueur
- 3. Line Extension Requests – July 2025:
 - a) Southern Glazer's Wine and Spirits – 1792 Small Batch Bourbon 1.75L
 - b) Southern Glazer's Wine and Spirits – Cazadores Blanco Tequila 375mL
 - c) Southern Glazer's Wine and Spirits – The Long Drink Strong
- 4. One Time Buy Requests – July & August 2025:
 - a) Martignetti Companies of NNE – Glenfiddich 16 Yr Aston Martin F1 Scotch
 - b) Southern Glazer's Wine and Spirits – Sour Puss Raspberry Liqueur
- 5. Purchase Order Request - Southern Glazer's Wine and Spirits
- 6. Special Allowance Offers – Spirits - October 2025:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
 - c) Ruby Wines New Hampshire
 - d) Southern Glazer's Wine and Spirits
 - e) MS Walker
- 7. Spirits Test Market Results for Week Ending 07/27/2025
- 8. Test Market Requests – July 2025:
 - a) Martignetti Companies of NNE – Bib & Tucker Gold Roast Bourbon
 - b) Sazerac Company – Buzzballz Berry Cherry Limeade and Buzzballz Grapes Gone Wild
 - c) Southern Glazer's Wine and Spirits – Buckhorn Black Cherry Whiskey
 - d) Southern Glazer's Wine and Spirits – El Tequileno Platinum, El Tequileno Gran Reserva Reposado, and El Tequileno Gran Reserva Anejo
 - e) Southern Glazer's Wine and Spirits – Evil Bean Cold Brew Coffee Liqueur
 - f) Southern Glazer's Wine and Spirits – Fireball Blazin Apple 750mL and Fireball Blazin Apple 50mL
 - g) Southern Glazer's Wine and Spirits – Midnight Bean Espresso Martini
 - h) Southern Glazer's Wine and Spirits – Tenjaku Japanese Vodka
 - i) Southern Glazer's Wine and Spirits – Whiskey JYPSI Tribute

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT