

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 7, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD July 31, 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. New Top 1200 Wines Ending 6/30/2025
2. New Top 1200 Gross Profit Requirements for Week Starting 7/1/2025
3. Additional Wine Multi Bottle Promotion – September 2025
4. September 2025 Monthly Promotional Flash Sale
5. REVISED NH OFF-Premise Special Discount – Price Busters September & October 2025
6. OFF-Premise Special Discount – Exclusive Grocery Price Busters October 2025
7. Purchase Order Request – Moonlight Meadery
8. Allocated Wine Reduction Closeout Items:
  - a) Bay State Wine & Spirits
  - b) Belluno, LLC
  - c) Uncorked, LLC
9. One Time Buy Request – Holiday Items – Stone Fence Beverage
10. One Time Purchase for our Power Buy Program – Misc Brokers
11. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 8/7/2025
12. REVISED September 2025 Special Allowance Offers – Wine:
  - a) Martignetti Companies of NNE
  - b) MS Walker
  - c) Pine State Beverage
  - d) RNDC New Hampshire
13. October 2025 Special Allowance Offers – Wine:
  - a) Martignetti Companies of NNE
  - b) MS Walker

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- c) Pine State Beverage
- d) RNDC New Hampshire
- e) Ruby Wines of New Hampshire
- f) Southern Glazer's Wine and Spirits
- g) Vinilandia

## 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. Limited Time Offer Requests – August 2025:
  - a) Martignetti Companies of NNE – Bomberger's Declaration Bourbon
  - b) Martignetti Companies of NNE – Michter's 10yr Single Barrel Rye Whiskey and Michter's 10yr Bourbon
  - c) Martignetti Companies of NNE – Shenk's Sour Mash Whiskey
2. Line Extension Request – July 2025 – Southern Glazer's Wine and Spirits – Ketel One Cosmopolitan 750mL
3. Line Extension Request August 2025 – Martignetti Companies of NNE – Kapali Coffee 750mL
4. Purchase Order Request – Multiple Brokers
5. One Time Buy Request – July 2025 – Southern Glazer's Wine and Spirits – The Glenlivet 12yr Jamaica Edition
6. One Time Buy Request – August 2025:
  - a) MS Walker – Chopin Family Reserve Vodka
  - b) Southern Glazer's Wine and Spirits – Ardbeg Heavy Vapours Committee Release
7. Special Allowance Offers – October 2025:
  - a) Pine State Trading
  - b) Stone Fence Beverage
8. August 2025 Appeal Request for Finlandia Vodka 1.75 return to Specialty status – RNDC New Hampshire
9. Spirits Test Market Results for Week Ending 8/3/2025
10. Test Market Requests – July 2025:
  - a) Martignetti Companies of NNE – Beatbox Blue Razzberry
  - b) Southern Glazer's Wine and Spirits – El Mexicano Tequila Blanco
11. Test Market Requests – August 2025:
  - a) RNDC New Hampshire – Maraska Maraschino Cocktail Cherries
  - b) Southern Glazer's Wine and Spirits – Fireball Cinnamon Whisky Window Box

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

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## VII) PUBLIC COMMENT