

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 14, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD August 7, 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 September 2025 Special Allowance Offer – Wine – Ruby Wines New Hampshire
2. CORRECTION September 2025 Special Allowance Offer – Wine – RNDC New Hampshire
3. REVISED September 2025 Special Allowance Offer – Wine – Southern Glazer's Wine and Spirits
4. Additional Size Requests:
 - a) Pine State Beverage – Bread & Butter Cabernet Sauvignon
 - b) Pine State Beverage - Bread & Butter Chardonnay
 - c) Southern Glazer's Wine & Spirits – JaM Butter Chardonnay
5. NH Food Bank Holiday Donation Program - November – December 2025 – Pine State Beverage
6. ADDITIONAL Special Allowance Offers – October 2025 – Wine:
 - a) Martignetti Companies of NNE
 - b) Southern Glazer's Wine and Spirits
 - c) MS Walker
7. REVISED Email Coupons – September 2025
8. Roll Out Results – June 2025 – July 2025 – REMOVE FROM RETAIL
9. Roll Out Results for June – July 2025 – APPROVED DISTRIBUTION
10. Sweepstakes:
 - a) Southern Glazer's Wine and Spirits – Enter-To-Win a Trip for Two
 - b) MS Walker – Enter-To-Win a Trip to Easter Island
11. Test Results – April – July 2025 – REMOVE FROM RETAIL
12. Test Market Results for April – July 2025 – EXPAND DISTRIBUTION

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13. Status of 2025 Roll Out Items

14. Status of 2025 Test Items

B) Tasting Events

1. NHLC and Bord Bia Present – Experience the Spirit of Ireland: Casks and Cocktails – Halfway to St. Patrick’s Day & Off-Site Store
2. NHLC and Distiller’s Week Presents: Worldwide Spirit Sabbatical & Off-Site Store – November 2025
3. August 2025 NH Liquor & Wine Outlet In-Store Events
4. September 2025 NH Liquor & Wine Outlet In-Store Events
5. October 2025 NH Liquor & Wine Outlet In-Store Events
6. November 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. Appeal Requests – August 2025:
 - a) Southern Glazer’s Wine and Spirits – Hard Truth Toasted Coconut Rum
 - b) Southern Glazer’s Wine and Spirits – Hudson Cocktail Basil Crush
 - c) Southern Glazer’s Wine and Spirits – Puncher’s Chance Kentucky Bourbon
2. Limited Time Offer Requests – August 2025:
 - a) Martignetti Companies of NNE – Jose Cuervo La Familia Anejo Reserve
 - b) RNDC New Hampshire – Penelope Tokaji Cask Rye
3. Line Extension Request – August 2025 – Martignetti Companies of NNE – Paddy’s Irish Whiskey 1.75L
4. One Time Buy Request – August 2025 – RNDC New Hampshire – Rebel Butter Pecan
5. Purchase Order Requests:
 - a) Cathedral Ledge
 - b) Multiple Brokers
 - c) NHLC Gift Bags/True Fabrications
6. Special Allowance Offers – November 2025 – Spirits:
 - a) Martignetti Companies of NNE
 - b) Pine State Trading
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer’s Wine and Spirits
 - f) Stone Fence Beverage
 - g) MS Walker
7. Spirits June 2025 Bi-Annual Review Close Out Pricing
8. Spirits Test Market Results for Week Ending 08/10/2025
9. Test Market Requests – August 2025:
 - a) Pine State Beverage – New Amsterdam Pink Whitney Bucket
 - b) RNDC New Hampshire – Element R 1 Fusion Series Triple Distilled Irish Whiskey

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c) RNDC New Hampshire – G4 Tequila Blanco

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT