

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 21, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD August 14, 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. Email Coupons – October 2025
2. Off-Premise Special Discount – Exclusive Grocery Price Busters October 2025
3. One-Time Buy Request – Holiday Items – Pine State Beverage
4. One-Time Buy Request – Summer Water Rose – Bay State Wine & Spirits
5. One Time Purchase for our Power Buy Program – Misc Brokers
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 08/21/2025
7. REVISED – Vender Request Closeout Pricing with Additional Purchase – Pine State Beverage
8. Special Allowance Offers – September 2025 – Wine – Bay State Wine & Spirits
9. Special Allowance Offers – October 2025 – Wine – Bay State Wine & Spirits
10. Special Allowance Offers – November 2025 – Wine:
 - a) Bay State Wine & Spirits
 - b) Martignetti Companies of NNE
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) MS Walker
11. Wine Outlet Price Busters – October 2025

B) Tasting Events

1. In-Store Bottle Signing and Tasting with SGWS and Ty Law – September 2025
2. In-Store Promotion SGWS – NASCAR Promotion – Onsite Car Appearance September 2025
3. August 2025 NH Liquor & Wine Outlet In-Store Events

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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. Additional September 2025 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
2. Additional October 2025 Special Allowance Offers – Spirits - Southern Glazer’s Wine and Spirits
3. Limite Time Offer Requests – August 2025:
 - a) Martignetti Companies of NNE – Balvenie 14yr Caribbean Cask
 - b) RNDC New Hampshire – Penelope F* Cancer
 - c) RNDC New Hampshire – The Macallan Art Is the Flower
4. Line Extension Requests – August 2025:
 - a) Southern Glazer’s Wine and Spirits – Caravella Limoncello 375mL
 - b) Southern Glazer’s Wine and Spirits – Patron Silver Tequila 50mL, Patron Anejo Tequila 50mL and Patron Reposado Tequila 50mL
 - c) Southern Glazer’s Wine and Spirits – Platinum 7X Vodka PET 1L
 - d) Southern Glazer’s Wine and Spirits – Sambuca Romana Black 1L
5. One Time Buy Requests – August 2025:
 - a) RNDC New Hampshire – Ezra Brooks Bourbon Cream
 - b) Southern Glazer’s Wine and Spirits – Whistlepig 30yr Single Malt The BigShøBång
6. Purchase Order Requests:
 - a) Hermit Woods
 - b) Multiple Brokers
 - c) Stark Brewing
7. Test Market Requests – August 2025:
 - a) RNDC New Hampshire – Cipriani 7 Parti Amaro
 - b) RNDC New Hampshire – First West by 15 Stars Small Batch KSBW and First West by 15 Stars Toasted Oak KSBW
 - c) Southern Glazer’s Wine and Spirits – Misto Blackberry & Rosemary Tequila
 - d) Southern Glazer’s Wine and Spirits – Svedka Blackberry

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT