

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 28, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD August 21, 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 October 2025 Special Allowance Offers – Wine – RNDC
2. Additional November 2025 Special Allowance Offers – Wine – MS Walker
3. CORRECTION Request for Wine Specialty Status – Misc Brokers
4. Wine Multi Bottle Promotion – October 2025

B) Tasting Events

1. In-Store Tasting – RNDC with Outcast Brands – September 2025
2. September 2025 NH Liquor & Wine Outlet In-Store Events
3. October 2025 NH Liquor & Wine Outlet In-Store Events
4. November 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. E-Coupon Offers – Spirits – October 2025
2. Limited Time Offer Requests – August 2025:
 - a) Southern Glazer's Wine and Spirits – Crown Royal RTD Lemonade Variety Pack
 - b) Southern Glazer's Wine and Spirits – Heaven Hill Grain to Glass Wheated Bourbon, Heaven Hill Grain to Glass KY Straight Bourbon, and Heaven Hill Grain to Glass Rye Whiskey
3. Multi Bottle Offers – Spirits – October 2025
4. Outlet Price Busters Offers – Spirits – October 2025
5. Purchase Order Requests:
 - a) Multiple Brokers
 - b) Southern Glazer's Wine and Spirits/Fabrizia

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6. Spirits Test Market Results for Week Ending 08/17/2025
 7. Spirits Test Market Results for Week Ending 08/24/2025
 8. Sweepstakes Request – VIP Visit to WhistlePig Farm “Win a Farm Visit for 5 at WhistlePig Farm in Shoreham, Vermont” Sweepstakes
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT