

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of September 4, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD August 28, 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. Duboeuf Beaujolais Nouveau – Martignetti Companies of NNE
2. Email Coupons – November 2025
3. Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2025
4. One Time Buy Request – Holiday Items – RNDC New Hampshire
5. One Time Purchase for our Power Buy Program – Misc Brokers
6. Primary Source Recommendations – September 2025
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/04/2025
8. Request for Wine Specialty Status – Misc Brokers
9. REVISED Special Allowance Offers – October 2025 – Wine – Pine State Beverage
10. Special Allowance Offers – November 2025 – Wine:
  - a) Pine State Beverage
  - b) Southern Glazer's Wine and Spirits

#### B) Tasting Events

1. September 2025 NH Liquor & Wine Outlet In-Store Events
2. October 2025 NH Liquor & Wine Outlet In-Store Events
3. November 2025 NH Liquor & Wine Outlet In-Store Events

#### C) Spirits

1. Cost Change Approval List – September 2025
2. Limited Time Offer Requests – September 2025:
  - a) Martignetti Companies of NNE – Pendleton 1910 Bourbon

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- b) Martignetti Companies of NNE – Stranahan’s Sherry Cask Single Malt
  - c) RNDC New Hampshire – Arrow Super Peppermint Schnapps
  - d) RNDC New Hampshire – Penelope Estate Collection Omega and Penelope Estate Collection Founders Reserve
  - e) RNDC New Hampshire – Penelope Valencia Cask Finish Bourbon
  - f) RNDC New Hampshire – Rebel 10 Year Bourbon Whiskey
  - g) Southern Glazer’s Wine and Spirits – Espolon Cristalino Tequila
  - h) Southern Glazer’s Wine and Spirits – Fireball Blazin Apple
  - i) Southern Glazer’s Wine and Spirits – Widow Jane The Vaults 15yr Bourbon
  - j) Tamworth Distilling – The Old Man of the Mountain Barrel Rested Bourbon
3. Line Extension Requests – September 2025:
- a) Southern Glazer’s Wine and Spirits – Calypso Spiced Rum 1L
  - b) Southern Glazer’s Wine and Spirits – Granite State Vodka PET 750mL
4. One Time Buy Requests – September 2025:
- a) RNDC New Hampshire – El Mayor Café Tequila
  - b) RNDC New Hampshire – La Gritona Reposado
  - c) Southern Glazer’s Wine and Spirits – Parker’s Heritage Collection 19<sup>th</sup> Edition 11yr Cask Strength
  - d) Southern Glazer’s Wine and Spirits – WhistlePig Piggyback SB Bourbon #48727, WhistlePig Piggyback SB Bourbon #48241, WhistlePig Piggyback Rye SB #22616, WhistlePig Piggyback Rye SB #34373, WhistlePig Rye 10yr SB #226094, WhistlePig Rye 10yr SB #226097, WhistlePig Rye 12yr Citrus Liqueur Finish
  - e) MS Walker – Mad River Bourbon Whiskey #23-0085
5. Purchase Order Requests:
- a) Multiple Brokers
  - b) Pine State Beverage
6. Additional Special Allowance Offers – November 2025 – Spirits – Southern Glazer’s Wine and Spirits
7. Spirits Warehouse Only List – September 2025
8. Spirits Test Market Results for Week Ending 08/31/2025
9. Test Market Request for Buchanan’s Green Seal – September 2025 – Southern Glazer’s Wine and Spirits

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT