

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of September 11, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD September 4, 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 November 2025 Special Allowance Offers – Wine – Martignetti Companies of NNE
2. October and November 2025 Monthly Retail Promotion
3. October, November, and December 2025 – NH Winery Display Rack Program
4. December 2025 Monthly Promotional Sale
5. EDLP – Martignetti Companies of NNE – October-December 2025
6. On-Premise Special Discount – October 2025
7. Purchase Order Request – NH Wineries
8. Quarterly Price Increase One Time Buy – October 2025 – Southern Glazer's Wine and Spirits
9. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/11/2025
10. REVISED E-mail Coupons – October 2025
11. REVISED October 2025 Special Allowance Offers – Wine – Southern Glazer's Wine and Spirits
12. REVISED Wine Outlet Price Busters – October 2025
13. Roll Out Results for July-August 2025 – EXPAND DISTRIBUTION
14. Roll Out Results – July 2025-August 2025 – REMOVE FROM RETAIL
15. Test Market Results for May-August 2025 – EXPAND DISTRIBUTION
16. Test Results – May-August 2025 – REMOVE FROM RETAIL

For Information Only

17. Status of 2025 Roll Out Items
18. Status of 2025 Test Items

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B) Tasting Events

1. NHLIC In-Store – Perfect Pairings Cooking Series – September 2025
2. October 2025 NH Liquor & Wine Outlet In-Store Events
3. November 2025 NH Liquor & Wine Outlet In-Store Events
4. December 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. Coupon Offer – 12 Days of Holiday Cheer Gift Box October 1, 2025 – December 31, 2025
2. Limited Time Offers Requests – September & October 2025:
 - a) Martignetti Companies of NNE – Cooperstown Carlton Fisk Baseball Bourbon and Cooperstown Jim Rice Baseball Bourbon
 - b) RNDC New Hampshire – Gran Agave Ghost Edition
 - c) RNDC New Hampshire – Penelope Estate Collection Private Select
 - d) Southern Glazer's Wine & Spirits – Arran SM Sauternes Cask Finish, Arran SM Port Cask Finish, Arran SM Amarone Cask Finish, Arran SM Sherry Cask Finish, Lagg SM Kilmory Edition, Lagg SM Corriecravie Edition
 - e) Southern Glazer's Wine and Spirits – Clase Azul Anejo Tequila
 - f) Southern Glazer's Wine and Spirits – Jim Beam Winter Reserve Bourbon
 - g) Southern Glazer's Wine and Spirits – Little Book the Infinite II
 - h) Southern Glazer's Wine and Spirits – On the Rocks Blue Hawaiian
3. TABLED – September 2025 Line Extension Request for Granite State Vodka PET – Sazerac Co Inc – Southern Glazer's Wine and Spirits
4. One Time Buy Requests – September 2025:
 - a) Ruby Wines New Hampshire – Dexter 3 Wood Straight Bourbon Whiskey Cask Strength #609 Barrel
 - b) Savannah Bee Company – Savannah Bee Company Acacia Honey and Savannah Bee Company Hot Honey
5. Purchase Order Requests:
 - a) Multiple Brokers
 - b) Pine State Beverage
6. REVISED October 2025 Multi-Bottle Offer – Spirits
7. Special Allowance Offers – Spirits – December 2025:
 - 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
8. Spirits Test Market Results for Week Ending 09/07/2025

V) ENFORCEMENT AND LICENSING REPORT

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VI) LATE ITEMS

VII) PUBLIC COMMENT