

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of September 18, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD September 11, 2025

## III) ADMINISTRATION

### 1) DHL - Key Performance Indicators (KPI's) Report Update

## IV) MARKETING AND SALES

### 1) Marketing Update

#### A) Director Mark Roy

1. Non-Alcoholic Wines, Spirits and Mocktails Pilot Program – Multiple Brokers
2. October 2025 Quarterly Price Changes

*For Information Only:*

#### B) 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. January 2026 Monthly Promotional Sale
2. One Time Buy Request – NBA – Kendall Jackson – MS Walker
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/18/2025
5. Request for Wine Specialty Status – Misc Brokers
6. Special Allowance Offers – ADDITIONAL October 2025 – Wine – Southern Glazer's Wine & Spirits
7. Special Allowance Offers – REVISED October 2025 – Wine:
  - a) Pine State Beverage
  - b) RNDC New Hampshire
  - c) MS Walker
8. Special Allowance Offers – ADDITIONAL November 2025 – Wine:
  - a) RNDC New Hampshire
  - b) Southern Glazer's Wine & Spirits
9. Special Allowance Offers – December 2025 – Wine:
  - a) Martignetti Companies of NNE
  - b) Pine State Beverage
  - c) RNDC New Hampshire
  - d) Southern Glazer's Wine & Spirits
  - e) Vinilandia

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f) MS Walker

10. Wine Multi Bottle Promotion – November and December 2025

11. Wine Outlet Price Busters – November and December 2025

## B) Tasting Events

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

## C) Spirits

1. Appeal Request for Quiver Spice Honey Spirit – September 2025 – Stone Fence Beverage
2. Limited Time Offer Requests – September and October 2025:
  - a) Flag Hill Distillery– Flag Hill Single Barrel Rye
  - b) RNDC New Hampshire – Four Roses Private Barrel Select OBSF, Four Roses Private Barrel Select OBESK and Four Roses Private Barrel OESO
3. Line Extension Request for WhistlePig 10 Yr Straight Rye 375mL – September 2025 – Southern Glazer’s Wine & Spirits
4. One Time Buy Requests – September and October 2025:
  - a) Flag Hill Distillery – Flag Hill Breakfast Bourbon
  - b) Pine State Beverage – The Dalmore 18 Yr, The Dalmore 25 Yr, The Dalmore King Alexander III
  - c) Stone Fence Beverage – Found North Hell Diver First Flight
5. Purchase Order Request – Cathedral Ledge
6. Spirits Test Market Results for Week Ending 09/14/2025
7. Test Market Requests – September 2025:
  - a) Pine State Beverage – Don Fulano Anejo
  - b) RNDC New Hampshire – Holladay Soft Red Wheat Rickhouse Proof
  - c) Ruby Wines New Hampshire – Bandido de Amores Anejo Tequila and Bandido do Amores Reposado Tequila
  - d) Ruby Wines New Hampshire – Buzzard’s Roost Double Oak Barrel Strength
  - e) Ruby Wines New Hampshire – Dexter Straight Bourbon Whiskey Finished with Madeira & Port Staves
  - f) Ruby Wines New Hampshire – Doc Holiday Straight Bourbon Whiskey Bottled in Bond
  - g) Ruby Wines New Hampshire – Row 94 Kentucky Straight Bourbon Whiskey
  - h) Southern Glazer’s Wine and Spirits – Sazerac Rye 100P
  - i) Stone Fence Beverage – Molon Labe Rye Whiskey and Molon Labe Single Barrel Bourbon

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

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## VII) PUBLIC COMMENT