

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of September 25, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD September 18, 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. Cost Change Approval List – September 2025
2. One Time Buy Request – Holiday Items – MS Walker
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Primary Source Recommendations – September 2025
5. REVISED Purchase Order Request – Hermit Woods Winery
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/25/2025
7. REVISED Wine Multi Bottle Promotion – November and December 2025
8. Special Allowance Offer – December 2025 – Wine – Ruby Wines of NH
9. TABLED Request for Wine Specialty Status – Misc Brokers
10. The Wine Group Donation Program – November & December 2025 – Southern Glazer's Wine and Spirits
11. Vendor Request Closeout Pricing with Additional Purchase – Uncorked, LLC

#### B) Tasting Events

1. Distiller's Showcase Restaurant Incentive Coupon November 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
5. December 2025 NH Liquor & Wine Outlet In-Store Events

#### C) Spirits

1. E-Coupon Offers – November 2025 – Spirits

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2. Limited Time Offer Requests – September 2025:
  - a) Southern Glazer’s Wine and Spirits – Dalwhinnie Distillers Edition
  - b) Southern Glazer’s Wine and Spirits – Knob Creek 21 Year
  - c) Southern Glazer’s Wine and Spirits – Lagavulin Distillers Edition Single Malt
  - d) Southern Glazer’s Wine and Spirits – Maker’s Mark 101
  - e) Southern Glazer’s Wine and Spirits – Old Fitzgerald 9Yr BIB Decanter
  - f) Southern Glazer’s Wine and Spirits – Talisker Distillers Edition
3. Multi Bottle Offers – November & December 2025 – Spirits
4. One Time Buy Request for Heaven Hill Barrel Buys – September 2025 – Southern Glazer’s Wine and Spirits
5. Outlet Price Busters Offers – November & December 2025 – Spirits
6. Purchase Order Requests:
  - a) Mt Washington Distillery
  - b) Pine State Beverage
  - c) Southern Glazer’s Wine and Spirits/Fabrizia
  - d) Southern Glazer’s Wine and Spirits/Stonewall
7. Spirit Warehouse Only List – September 2025
8. Spirits Test Market Results for Week Ending 09/21/2025
9. Test Market Requests – September 2025:
  - a) Southern Glazer’s Wine and Spirits – Barrelsmith Rum Runner
  - b) Southern Glazer’s Wine and Spirits – Fabrizia Crema di Almond
  - c) Southern Glazer's Wine and Spirits – Smirnoff Root Beer 100 Proof
  - d) MS Walker – Calumet Farm Bottled in Bond Bourbon Whiskey and Calumet Farm High Rye Whiskey

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT