

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 2, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD September 25, 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. NH Off-Premise Special Discount – Price Busters - November & December 2025
2. Off-Premise Special Discount – Exclusive Grocery Price Busters - November 2025
3. On-Premise Special Discount – November 2025
4. One Time Buy Request – Palm Bay – Martignetti Companies of NNE
5. One Time Buy Request – Kendall Jackson Brut Cuvee – MS Walker
6. One Time Purchase for our Power Buy Program – Misc Brokers
7. Recommended Allocated Wines for Distribution to Selected Stores – “Blended for NH” – Winter Wine Spectacular 2026
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/02/2025
9. Request for Wine Specialty Status – Misc Brokers
10. REVISED Wine Multi Bottle Promotion – 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. Floor Planner Additional November & December 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits
2. Limited Time Offer Requests – October 2025:
  - a) Southern Glazer's Wine and Spirits – Clase Azul Blanco Ahumado

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- b) Southern Glazer's Wine and Spirits – Don Julio 1942 Year of the Horse
- c) Southern Glazer's Wine and Spirits – Elijah Craig 18 Yr Single Barrel Bourbon
- d) Southern Glazer's Wine and Spirits – Elijah Craig Barrel Proof Rye
- e) Southern Glazer's Wine and Spirits – Glenmorangie Tale of Spices
- f) Southern Glazer's Wine and Spirits – Laphroaig Cairdeas 2022 Warehouse 1
- g) Southern Glazer's Wine and Spirits – Roku Minori Gin
- 3. Line Extension Request – October 2025 - Southern Glazer's Wine and Spirits – Ole Smoky Salty Caramel Whiskey 1.75L
- 4. November – April 10% off Non-Alcohol & Accessories Retail Promotion
- 5. Purchase Order Request – Mt Washington Distillery
- 6. Spirits Test Market Results for Week Ending 09/28/2025
- 7. Test Market Requests – October 2025:
  - a) Southern Glazer's Wine and Spirits – Ole Smoky Cookies & Cream
  - b) Stone Fence Beverage – Lucky Seven Kentucky Straight Bourbon Whiskey
  - c) MS Walker – Bird Dog Chocolate Whiskey
  - d) MS Walker – Cazcanes No. 7 Blanco Tequila

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT