

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 9, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 2, 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

A) Updated Outlet 62 – Recommendation for Outlet Hours

3) Merchandising

A) Wine

1. Additional Size Request – Martignetti Companies of NNE
2. Off-Premise Special Discount – Exclusive Grocery Price Busters – December 2025
3. One Time Buy Request for St. Christopher Gluhwein Red – Martignetti Companies of NNE
4. REVISED NH Off-Premise Special Discount – Price Busters – November & December 2025
5. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – November 2025
6. REVISED November 2025 Special Allowance Offers – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) MS Walker
7. REVISED December 2025 Special Allowance Offers – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
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B) Tasting Events

1. NHLHC Employee Training and Spirit Tasting – November 2025
2. NHLHC In-Store Perfect Pairings Cooking Series – September 2025 – Coupon
3. October 2025 NH Liquor & Wine Outlet In-Store Events
4. November 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. Additional November and December 2025 Multi-Bottle Offers – Spirits
2. Late Additional VAP October 2025 Special Allowance Offers – Spirits – Misc Brokers
3. Additional November and December 2025 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits
4. Additional VAP November 2025 Special Allowance Offers – Spirits – Misc Brokers
5. Additional VAP December 2025 Special Allowance Offers – Spirits - Southern Glazer's Wine and Spirits
6. December 2025 E-Coupon Offers – Spirits
7. Limited Time Offer Requests – October 2025:
 - a) RNDC New Hampshire – GlenDronach 15 Year Revival
 - b) Southern Glazer's Wine and Spirits – Russell's Reserve 13YR
 - c) Southern Glazer's Wine and Spirits – WhistlePig 25YR Single Malt – The Badonkadonk
8. Line Extension Requests – August & November 2025:
 - a) Martignetti Companies of NNE – Ryans Irish Cream 1L
 - b) Southern Glazer's Wine and Spirits – Margaritaville Silver Tequila 750mL
 - c) Southern Glazer's Wine and Spirits – Svedka Vodka 1L
9. One Time Buy Requests – October & November 2025:
 - a) RNDC New Hampshire – Jack Daniel's Single Barrel SR Heritage
 - b) Ruby Wines New Hampshire – Turkey Tom 7-Year-Old Bourbon
 - c) Stone Fence Beverage – NEBCo Single Barrel Bourbon #1707 and NEBCo Single Barrel Bourbon #1746
10. Purchase Order Request – NH Distilleries
11. REVISED Sweepstakes Request – VIP Visit to WhistlePig Farm "Win a Farm Visit for 5 at WhistlePig Farm in Shoreham, Vermont" Sweepstakes
12. Spirits Test Market Results for Week Ending 10/05/2025
13. Test Market Requests – October & November 2025:
 - a) Martignetti Companies of NNE – XXI Chocolate Martini
 - b) Southern Glazer's Wine and Spirits – Recipe 21 Silver Tequila
 - c) Southern Glazer's Wine and Spirits – Recipe 21 Triple Sec

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

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VII) PUBLIC COMMENT