

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 16, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 9, 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 December 2025 Special Allowance Offers – Wine:
 - a) Martignetti Companies of NNE
 - b) Southern Glazer's Wine & Spirits
2. December 2025 Special Allowance Offers – Wine – Bay State Wine & Spirits
3. Enter-To-Win Groceries for a Year – October – December 2025 – JaM Cellars – Southern Glazer's Wine and Spirits
4. Purchase Order Request – Flag Hill Distillery & Winery
5. Roll Out Results for August – September 2025 – EXPAND DISTRIBUTION
6. Roll Out Results – August 2025 – September 2025 – REMOVE FROM RETAIL
7. Test Market Results for June – September 2025 – EXPAND DISTRIBUTION
8. Test Results – June – September 2025 – REMOVE FROM RETAIL

For Information Only

9. Status of 2025 Roll Out Items
10. Status of 2025 Test Items

B) Tasting Events

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

C) Spirits

1. Limited Time Offer Requests – October 2025:
 - a) Martignetti Companies of NNE – O'Mara's Dubai Chocolate Style Country Cream

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- b) Martignetti Companies of NNE – Van Gogh Pumpkin Spice Vodka
 - c) RNDC New Hampshire – GlenDronach 30-Year-Old and GlenDronach 40-Year-Old
 - d) RNDC New Hampshire – GlenDronach Portwood
 - e) RNDC New Hampshire – Jack Daniel’s Black Label, Jack Daniel’s Tennessee Honey, Jack Daniel’s Tennessee Fire, and Jack Daniel’s Tennessee Apple
 - f) RNDC New Hampshire – Jack Daniel’s Tennessee Whiskey
 - g) Southern Glazer’s Wine and Spirits – Maker’s Mark Cellar Aged
 - h) Southern Glazer’s Wine and Spirits – Smirnoff Peppermint Twist Vodka
- 2. Purchase Order Requests:
 - a) Dancing Rabbit
 - b) Pine State Beverage
 - c) RNDC New Hampshire (Non-Alc)
 - 3. Spirits Test Market Results for Week Ending 10/12/2025
 - 4. Test Market Requests – October 2025:
 - a) Martignetti Companies of NNE – Galliano L’Autentico
 - b) Southern Glazer’s Wine and Spirits – Molly’s Irish Cream Liqueur

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT