

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 23, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 16, 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. Closeout Items – Revised DA Structure
2. Email Coupons – December 2025
3. Monthly Promotional Sale – February 2026
4. One Time Purchase for our Power Buy Program – Misc Brokers
5. Purchase Order Requests:
 - a) NH Wineries
 - b) Smoky Quartz
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/23/2025
7. Request for Wine Specialty Status – Misc Brokers
8. ADDITIONAL December 2025 Special Allowance Offers – Wine – Pine State Beverage
9. REVISED December 2025 Special Allowance Offers – Wine - RNDC New Hampshire
10. Special Allowance Offers – Wine – January 2026:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
 - c) Southern Glazer's Wine and Spirits
 - d) MS Walker

B) Tasting Events

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

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C) Spirits

1. Limited Time Offer Requests – October 2025:
 - a) Martignetti Companies of NNE – Springfield Scalabrino Basketball Bourbon
 - b) Martignetti Companies of NNE – Maestro Dobel Cristalino 50 Extra Anejo
 - c) RNDC New Hampshire – Fentiman’s Soda Water
 - d) RNDC New Hampshire – Glenglassaugh Sandend NAS
 - e) RNDC New Hampshire – Woodford Reserve Barrel Strength Rye
 - f) Southern Glazer’s Wine and Spirits – Crown Royal Salted Caramel Whisky
 - g) Southern Glazer’s Wine and Spirits – Heaven Hill Bourbon 90th Anniversary Edition
 - h) Southern Glazer’s Wine and Spirits – Heaven Hill Grain to Glass KY Straight Bourbon Specialty Series, Heaven Hill Grain to Glass High Rye Specialty Series, and Heaven Hill Grain to Glass Wheated Bourbon Specialty Series
 - i) Southern Glazer’s Wine and Spirits – Knob Creek Eli Manning Single Barrel
 - j) Southern Glazer’s Wine and Spirits – Lagavulin Offerman Edition 11yr Caribbean Rum Cask
 - k) Southern Glazer’s Wine and Spirits – Oban Distiller’s Edition
2. Line Extension Requests – October 2025:
 - a) Southern Glazer’s Wine and Spirits – Dr McGillicuddy’s Apple Pie 1L, Dr McGillicuddy’s Butterscotch 1L, and Dr McGillicuddy’s Root Beer 1L
 - b) Southern Glazer’s Wine and Spirits – Fleischmanns Royal Vodka 750mL
 - c) Southern Glazer’s Wine and Spirits – Myers’s Original Dark Rum 1L
3. One Time Buy Requests – October 2025:
 - a) RNDC New Hampshire – Jack Daniel’s Single Barrel Rye Barrel Proof Tanyard Hill Special Release
 - b) RNDC New Hampshire – Metcalfe’s Cranberry Liqueur
 - c) RNDC New Hampshire – Old Forester Single Barrel Rye Barrel Proof
 - d) RNDC New Hampshire – Woodford Reserve Masters Collection Sweet Oak
 - e) Southern Glazer’s Wine and Spirits – Johnnie Walker Blue Year of the Horse
 - f) Southern Glazer’s Wine and Spirits – Old Rip Van Winkle 10yr Bourbon, Pappy Van Winkle 15 Yr Old Bourbon, Pappy Van Winkle Family Reserve 20 Yr, Van Winkle Special Rsv 12 Yr Old Bourbon, and Pappy Van Winkle Family Rsv 23 Yr Old
 - g) Southern Glazer’s Wine and Spirits – Wild Turkey Master’s Keep Beacon
 - h) Southern Glazer’s Wine and Spirits – William Larue Weller KY Bourbon, George T Staggs KY Straight Bourbon, Sazerac KY Straight Rye Whiskey 18 yr, Eagle Rare Straight Bourbon 17 yr, and Thomas T. Handy Sazerac Rye Whiskey
4. Purchase Order Request - Southern Glazer’s Wine and Spirits/Fabrizia

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5. Special Allowance Offers – Spirits – January 2026:
 - a) Martignetti Companies of NNE
 - b) Pine State Trading
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) MS Walker
6. Spirits Test Market Results for Week Ending 10/19/2025
7. Test Market Requests – October 2025:
 - a) RNDC New Hampshire – Amor Mio Reposado Tequila
 - b) RNDC New Hampshire – Arak Touma King of Arak
 - c) RNDC New Hampshire – De Montal Armagnac V.S.O.P
 - d) RNDC New Hampshire – G4 Reposado Tequila
 - e) Southern Glazer's Wine and Spirits – Glenmorangie LaSanta 15yr and Glenmorangie Nectar D'Or 16yr
 - f) Southern Glazer's Wine and Spirits – Grind Espresso Shot Vanilla

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT