

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 30, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 23, 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) Recommended 2025 Holiday Hours

3) Merchandising

A) Wine

1. ADDITIONAL November 2025 Special Allowance Offers – Wine – Bay State Wine & Spirits
2. ADDITIONAL December 2025 Special Allowance Offers – Wine – Bay State Wine & Spirits
3. October 2025 Cost Change Approval List
4. October 2025 Primary Source Recommendations
5. One Time Buy Request for Josh Cellars Cabernet Sauvignon – Martignetti Companies of NNE
6. January 2026 Quarterly Price Decrease One Time Buy – Pine State Beverage
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/30/2025
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti Wilson Daniels 10/30/2025
9. Request for Wine Specialty Status – Misc Brokers
10. Wine Multi Bottle Promotion – January 2026
11. Wine Outlet Price Busters – January 2026

B) Tasting Events

1. November 2025 NH Liquor & Wine Outlet In-Store Events
2. December 2025 NH Liquor & Wine Outlet In-Store Events
3. January 2026 NH Liquor & Wine Outlet In-Store Events

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C) Spirits

1. June 2025 Bi-Annual Spirits Warning Item Review – October 2025
2. Limited Time Offer Requests – October 2025:
 - a) Martignetti Companies of NNE – Bruichladdich Octomore 16.1, Bruichladdich Octomore 16.2 and Bruichladdich Octomore 16.3
 - b) Martignetti Companies of NNE – Dubliner Wachusett
 - c) RNDC New Hampshire – Mascota Reposado “Caesar” Pup
 - d) RNDC New Hampshire – The Macallan Sherry Oak 12 Yr, The Macallan a Night on Earth First Light, The Macallan Litha, and The Macallan Harmony Collection Inspired by Phoenix Honey Or
 - e) Southern Glazer’s Wine and Spirits – Skrewball Krew 8pk
 - f) Tamworth Distilling – Chocorua Rye Whiskey – French Oak Wine Cask Rested
3. REVISED December 2025 Line Extension Request for Myers’s Original Dark Rum – Sazerac Co Inc – Southern Glazer’s Wine and Spirits
4. Line Extension Requests – October 2025:
 - a) Southern Glazer’s Wine and Spirits – Canadian Mist PET 750mL
 - b) Southern Glazer’s Wine and Spirits – Don Julio Reposado 1.75L
 - c) Southern Glazer’s Wine and Spirits – El Toro Gold Tequila 1.75L
 - d) Southern Glazer’s Wine and Spirits – Hartley VSOP Brandy 1.75L
 - e) Southern Glazer’s Wine and Spirits – Taaka Vodka 1L
5. October 2025 Spirits Warehouse Only List
6. One Time Buy Requests – October 2025:
 - a) Southern Glazer’s Wine and Spirits – 1792 Single Barrel Bourbon
 - b) Southern Glazer’s Wine and Spirits – Lagavulin 12yr Single Malt Scotch Special Reserve
 - c) Southern Glazer’s Wine and Spirits – Oban 12yr Single Malt Scotch Special Reserve
 - d) Southern Glazer’s Wine and Spirits – Pinnacle Salted Caramel
 - e) Southern Glazer’s Wine and Spirits – Talisker 14 Yr Single Malt Scotch Special Reserve, and Talisker 30 Yr Single Malt Scotch
7. REVISED Purchase Order Request - Southern Glazer’s Wine and Spirits/Fabrizia
8. Purchase Order Requests:
 - a) Dancing Rabbit
 - b) Pumpkin Blossom Farm
9. Revised Spirits Test Market Results for Week Ending 10/19/2025
10. Spirits Test Market Results for Week Ending 10/26/2025
11. Test Market Requests – October 2025:
 - a) Martignetti Companies of NNE – Ponche Kuba Cream Liqueur
 - b) Martignetti Companies of NNE – The Botanist Distillers Strength Gin
 - c) Southern Glazer’s Wine and Spirits – Barton Naturals Vodka
 - d) Southern Glazer’s Wine and Spirits – Granite State Diluted Vodka
 - e) Southern Glazer’s Wine and Spirits – Hennessy VSOP Cognac
 - f) Southern Glazer’s Wine and Spirits – Pantalones Organic Tequila Reposado
 - g) Southern Glazer’s Wine and Spirits – Paul Masson XO Brandy

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- h) Southern Glazer's Wine and Spirits – Rain Handcrafted Vodka
- i) Southern Glazer's Wine and Spirits – XXL Brandy Blackberry, and XXL Brandy Sweet Peach
- j) MS Walker – Suavecito Blanco Tequila, Suavecito Reposado Tequila, and Suavecito Anejo Tequila

12. Voluntary Request for Delist – Cape Horn Anejo Tequila (064122)

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT