

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of November 6, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 30, 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 Email Coupons – December 2025
2. ADDITIONAL Wine Multi Bottle Promotion – November and December 2025
3. Email Coupons – January 2026 – Multiple Brokers
4. January, February, and March 2026 – NH Winery Display Rack Program
5. NH Winery New Listing – Whippletree Winery
6. One Time Buy Request for Meiomi Sauvignon Blanc - Southern Glazer's Wine and Spirits
7. Not Recommended Allocated Wines for Distribution to Selected Stores – RNDC New Hampshire – Large Format Offerings 11/06/2025
8. Recommended Allocated Wines for Distribution to Selected Stores 11/06/2025
9. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti_Serge 11/06/2025
10. Request for Wine Specialty Status – Misc Brokers
11. Roll Out Requests – Multiple Brokers – January 2026
12. Roll Out Results for September – October 2025 – EXPAND DISTRIBUTION
13. Roll Out Results – September 2025 – October 2025 – REMOVE FROM RETAIL
14. TABLED January 2026 Quarterly Price Decrease One Time Buy – Pine State Beverage
15. Test Market Results for July – October 2025 – EXPAND DISTRIBUTION
16. Test Results – July – October 2025 – REMOVE FROM RETAIL

For Information Only

17. Status of 2025 Roll Out Items
18. Status of 2025 Test Items

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B) Tasting Events

1. November 2025 NH Liquor & Wine Outlet In-Store Events
2. In-Store Tasting – SGWS – House of Roederer – December 2025

C) Spirits

1. Additional November 2025 Special Allowance Offers – Spirits – Martignetti Companies of NNE
2. Additional January 2026 Special Allowance Offers – Spirits:
 - a) Martignetti Companies of NNE
 - b) Southern Glazer's Wine and Spirits
3. Appeal Requests – November 2025:
 - a) RNDC New Hampshire – Clonakilty Galley Head Irish Whiskey
 - b) RNDC New Hampshire – Giffard Banane du Bresil
 - c) Southern Glazer's Wine and Spirits – Kahlua Chocolate Sips
4. REVISED October 2025 Limited Time Offer Request for The Macallan Limited Releases – The Edrington Group USA LLC – RNDC New Hampshire
5. Limited Time Offer Requests – November and December 2025:
 - a) Martignetti Companies of NNE – Smugglers' Notch Stowe Sparkle
 - b) Southern Glazer's Wine and Spirits – Clase Azul Dia de Muertos 2025 Limited Edition
 - c) Southern Glazer's Wine and Spirits – Don Julio 3 Pack VAP
 - d) Southern Glazer's Wine and Spirits – Old Fitzgerald 11 Yr BIB Decanter
6. Line Extension Request for Sambuca di Amore 375mL – November 2025 – Sazerac Co Inc - Southern Glazer's Wine and Spirits
7. One Time Buy Requests – October and November 2025:
 - a) RNDC New Hampshire – Yellowstone Limited Edition 2025
 - b) Ruby Wines New Hampshire – Whole Hogsworth High Corn Blend Barrel Select, Whole Hogsworth Master Blend Barrel Select, Whole Hogsworth Calvados Cask Finish Barrel Select, Whole Hogsworth High Rye Blend, and Whole Hogsworth Islay Cask Finish
 - c) Ruby Wines New Hampshire – Willett Wheated 8Yr Straight Bourbon
 - d) Southern Glazer's Wine and Spirits – Chandon Garden Spritz
 - e) Southern Glazer's Wine and Spirits – Crown Royal Golden Apple 23 Year
 - f) Southern Glazer's Wine and Spirits – Don Julio Multipack 50 mL
 - g) Southern Glazer's Wine and Spirits – Leroux Triple Sec
8. Purchase Order Requests:
 - a) Cathedral Ledge
 - b) Mt Washington Distillery
 - c) Pine State Beverage
 - d) RNDC (Non-Alc)
9. Spirits Test Market Results for Week Ending 11/02/2025
10. Sweepstakes Request – Après the High West Way Sweepstakes – “Win a Ski Package” Sweepstakes (Value \$2,000) from High West Whiskey
11. Test Market Requests – November 2025:
 - a) Ruby Wines New Hampshire – Gin Lane 1751 Victoria Pink Gin

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- b) Ruby Wines New Hampshire – Joseph Cartron Crème de Cassis de Bourgogne Double Crème
- c) Ruby Wines New Hampshire – Trascendente Mezcal Espadin
- d) Southern Glazer’s Wine and Spirits – 99 Strawberries
- e) Southern Glazer’s Wine and Spirits – Dr McGillicuddy’s Wild Grape
- f) Southern Glazer’s Wine and Spirits – Hudson Cocktail Espresso Martini
- g) Southern Glazer’s Wine and Spirits – Viva Agave Silver

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT