New Hampshire Liquor Commission

Agenda of April 30, 2026

Meeting starts at 10:30 a.m.

I. **Pledge of Allegiance**

II. **Acceptance of Meeting Minutes for April 16, 2026 (TABLED), and April 23, 2026**

III. **Administration**

1) DHL - Key Performance Indicators (KPI's) Report Update

IV. **Marketing and Sales**

1) Marketing Update

A) Director Mark Roy

1. **TABLED** - February 2026 Multi-Bottle Offers – Spirits - Revised

For Information Only:

B) 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. September 2026 Monthly Promotional Sale
2. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 4/30/26
3. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
4. Request for Wine Specialty Status – Miscellaneous Brokers
5. Roll Out Results – February – March 2026 – Remove from Retail
6. Roll Out Results for February – March 2026 – Expand Distribution

B) *For Information Only:*

1. Status of 2026 Test Items
2. Status of 2026 Roll Out Items

C) Tasting Events

1. In-Store Tasting Seminar- Southern Glazer's Wine and Spirits – Grab Your Passport, We're Going to France! – May 2026
2. May 2026 NH Liquor & Wine Outlet In-Store Events
3. June 2026 NH Liquor & Wine Outlet In-Store Events

D) Spirits

1. On-Premise Special Discount – June 2026
2. Off-Premise Special Discount – Exclusive Grocery Price Busters June 2026
3. Purchase Order Requests:
    a. New Hampshire Wineries
    b. Pine State Trading/Fever Tree
4. Limited Time Offer Requests – April 2026:
    a. April 2026 Limited Time Offer Request for On The Rocks Passion Fruit Margarita – Jim Beam Brands Company – Southern Glazer's Wine and Spirits
    b. April 2026 Limited Offer Request for Maker's Mark Cask Military Edition – Jim Beam Brands Company – Southern Glazer's Wine and Spirits
5. July 2026 Special Allowance Offers – Spirits:
    a. Martignetti Companies of Northern New England
    b. MS Walker
    c. Pine State Trading
    d. RNDC New Hampshire
    e. Ruby Wines
    f. Southern Glazer's Wine and Spirits
    g. Stone Fence Beverage
6. April 2026 Line Extension Request for Dr. McGillicuddy's Root Beer – Sazerac Company Incorporated – Southern Glazer's Wine and Spirits
7. One Time Buy Request – April and June 2026:
    a. Sazerac Company – Buzzballz Fruity Faves Variety Packs and Variety Packs
    b. Southern Glazer's Wine and Spirits – Dingle Gin & Vodka
    c. Southern Glazer's Wine and Spirits – Handy & Schiller Mint Julep
    d. Southern Glazer's Wine and Spirits – Knob Creek Bourbon X Rye Whiskey and Knob Creek Rye 10yr
    e. Southern Glazer's Wine and Spirits – Laphroaig 15 Year
8. September 2026 Monthly Promotional Sale
9. FABRIZIA – Win A Trip For 2 To Italy & Canobie All Summer Sweepstakes
10. Appeal – El Tequileno Grand Reserve Reposado Tequila
11. Spirits Test Market Results for Week Ending 4/26/2026
12. Test Market Requests April & May 2026:
    a. Pine State Beverage – New Amsterdam Vanilla Flavored Vodka
    b. RNDC New Hampshire – Broken Antler Salted Caramel Flavored Whiskey
    c. REVISED RNDC New Hampshire – The Original Pickle Shot Dill Pickle Vodka
    d. RNDC New Hampshire – Sugarlands Cotton Candy Moonshine
    e. Southern Glazer's Wine and Spirits – Absolut Mule
    f. Southern Glazer's Wine and Spirits – Blackland Texpresso Whiskey
    g. Southern Glazer's Wine and Spirits – Dr. McGillicuddy's Sour Green Apple and Sour Blue Raspberry
    h. Southern Glazer's Wine and Spirits – Hennessy Henny Rita
    i. Southern Glazer's Wine and Spirits – Hochstadter's Slow & Low Cherry Old Fashioned
    j. Southern Glazer's Wine and Spirits – On The Rocks Blue Hawaiian and On The Rocks Variety Pack
    k. Southern Glazer's Wine and Spirits – Prairie Organic Gin
    l. Southern Glazer's Wine and Spirits – Patron 100 Silver Tequila
    m. Southern Glazer's Wine and Spirits – Smoke Wagon Straight Bourbon Whiskey

n. Southern Glazer's Wine and Spirits – Tenjaku Gin
o. Stone Fence Beverage – Saltwater Woody Grilled Pineapple Rum
p. Stone Fence Beverage – Short Path Hibiscus Rum

13. TABLED – June 2026 Multi-Bottle Offers - Spirits

V. **Enforcement and Licensing Report**

VI. **Late Items**

13. LATE ITEM - TABLED – June 2026 Multi-Bottle Offers - Spirits

VII. **Public Comment**