

New Hampshire Liquor Commission

Agenda of June 4, 2026

Meeting starts at 10:30 a.m.

- I. Pledge of Allegiance**
- II. Acceptance of Meeting Minutes for May 28, 2026**
- 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. May 2026 Primary Source Recommendations
 - 2. Additional Wine Multi Bottle Promotion – RNDC July and August 2026
 - 3. Revised Roll Out Requests – Multiple Brokers – August 2026
 - 4. Revised Test Market Requests – Multiple Brokers – August 2026
 - 5. One Time Buy Request – Taittinger Brut Reserve FIFA World Cup – RNDC
 - 6. One Time Purchase for our Power Buy Program – Martignetti Companies of Northern New England – Serge Dore Selections
 - 7. Purchase Order Request – New Hampshire Wineries
 - 8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/04/2025
 - B) Tasting Events
 - 1. August 2026 New Hampshire Liquor & Wine Outlet In-Store Events
 - 2. September 2026 New Hampshire Liquor & Wine Outlet In-Store Events
 - C) Spirits
 - 1. Tabled Revised – February 2026 Multi-Bottle Offers – Spirits
 - 2. May 2026 Cost Change Approval List
 - 3. May 2026 Spirit Warehouse Only List
 - 4. Revised – June 2026 Additional Multi Bottle Offer – Spirits

5. July 2026 E-Coupon Offers – Spirits
6. July 2026 Multi-Bottle Offers – Spirits
7. July and August 2026 Outlet Price Busters Offers – Spirits
8. August 2026 E-Coupon Offers – Spirits
9. Limited Time Offer Requests – May and June 2026:
 - a) Southern Glazer’s Wine & Spirits – Bulleit Whiskey Sour Cocktail
 - b) Southern Glazer’s Wine & Spirits – Fireball Blazin Apple
10. One Time Buy Requests – May, June and July 2026:
 - a) Pine State Trading Co., LLC – America’s Point Distillery 250 Year of Freedom Aged Bourbon and America’s Point Distillery 250 Years of Freedom Vodka
 - b) Pine State Trading Co., LLC – Blue Run KS Bourbon Whiskey High Rye Custom Butterfly Series
 - c) RNDC – Penelope American Light 18 Year Whiskey and Penelope Architect New England Coastal Blend
 - d) Southern Glazer’s Wine & Spirits – Malibu Rum and Malibu Pink Rum
 - e) Southern Glazer’s Wine & Spirits – Orphan Barrel Night Sage 25YR
11. Purchase Order Requests:
 - a) Flag Hill Distillery
 - b) Pine State Trading Co., LLC/Fever Tree
12. Spirits Test Market Results for Week Ending 05/31/2026
13. Test Market Requests – June and July 2026:
 - a) RNDC – Penelope Cocktails Blackberry Old Fashioned
 - b) Southern Glazer’s Wine & Spirits – Mermaid Gin
 - c) M.S. Walker – Bird Dog Strawberry Whiskey

V. Enforcement and Licensing Report

VI. Late Items

VII. Public Comment