

New Hampshire Liquor Commission

Agenda of August 27, 2026

Note Time Change: Meeting starts at 2:00 p.m.

- I. Pledge of Allegiance**
- II. Acceptance of Meeting Minutes for August 20, 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. Revised September 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England
 - 2. Revised November 2026 Special Allowance Offers – Wine:
 - a) Martignetti Companies of Northern New England
 - b) Pine State Trading Co., LLC
 - c) Ruby Wines
 - 3. Revised Wine Multi Bottle Promotion – August 2026
 - 4. Additional Roll Out Requests – Multiple Brokers – October 2026
 - 5. August 2026 Cost Change Approval List
 - 6. E-mail Coupons – October 2026 Multiple Brokers
 - 7. Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2026
 - 8. On-Premise Special Discount – October 2026
 - 9. One Time Buy Request – Duboeuf Beaujolais Nouveau – Ruby Wines
 - 10. One Time Buy Request – Neyers Ranch Napa Cabernet Sauvignon – Martignetti Companies of Northern New England
 - 11. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
 - 12. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 08/27/2026
 - 13. Request for Wine Specialty Status – Misc Brokers
 - 14. Roll Out Results June – July 2026 Expand Distribution

15. Roll Out Results June – July 2026 Remove from Retail
16. Test Market Results April – July 2026 Expand Distribution
17. Test Market Results April – July 2026 Remove from Retail
18. Vendor Request Closeout Pricing with Additional Purchases – RNDC
19. Wine Multi Bottle Promotion – October 2026
20. Wine Outlet Price Busters – October 2026

For Information:

21. Status of 2026 Roll Out Items
22. Status of 2026 Test Market Items

B) Tasting Events

1. New Hampshire Liquor Commission In-Store Perfect Pairings Cooking Series – September 2026 – Coupon
2. September 2026 New Hampshire Liquor & Wine Outlet In-Store Events

C) Spirits

1. Additional VAP Allowance Offers – October 2026 – Spirits – Southern Glazer's Wine & Spirits
2. Limited Time Offer Requests – August & September 2026:
 - a) Martignetti Companies of Northern New England – Crop Spiced Pumpkin Vodka
 - b) Pine State Trading, LLC – Buzzballz Cocktails Pop Tarts Frosted S'mores and Buzzballz Cocktails Pop Tarts Frosted Brown Sugar Cinnamon
 - c) Southern Glazer's Wine & Spirits – Arran SM Sauternes Cask Finish, Arran SM Port Cask Finish, Arran SM Amarone Cask Finish, Arran SM Sherry Cask Finish, Lagg SM Kilmory Edition, Lagg SM Corriecravie Edition, Arran Remnant Renegade, and Arran 18 Year Single Malt
 - d) Southern Glazer's Wine & Spirits – Bailey's Candy Cane
 - e) Southern Glazer's Wine & Spirits – Hibiki Harmony Momoyama Japanese Whisky
 - f) Southern Glazer's Wine & Spirits – Jim Beam Pin Bottle 8 yr
3. Line Extension Requests – August & September 2026:
 - a) Pine State Trading Co., LLC – Buzzball Cocktails Biggies Choco Tease, Buzzballz Cocktails Boulders Berry Cherry Limeade, and Buzzballz Cocktails Boulders Strawberry 'Rita
 - b) Southern Glazer's Wine & Spirits – Smirnoff Blueberry Vodka 1L, Smirnoff Vanilla Vodka 1L, Smirnoff Raspberry Vodka 1L, and Smirnoff Orange Vodka 1L
 - c) M.S. Walker – Chopin Vodka 375mL
4. October 2026 through March 2027 10% off Non-Alcohol & Accessories Retail Promotion
5. One Time Buy Request – August 2026:
 - a) Pine State Trading Co., LLC – Blue Run KS Bourbon Whiskey Chosen BIB 100 Proof, Blue Run KS Bourbon Whiskey Chosen Aged 10+ Years 121 Proof, and Blue Run KS Bourbon Whiskey Chosen Rye 121.6 Proof
6. Purchase Order Requests:
 - a) NHLC/True Fabrications
 - b) Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC
 - c) Tamworth Distilling
7. RNDC – Close Out Offers
8. Spirits Test Market Results for Week Ending 08/16/2026
9. Spirits Test Market Results for Week Ending 08/23/2026

10. Test Market Requests – August & September 2026:

- a) Southern Glazer's Wine & Spirits – Kahlua White Chocolate Sips
- b) Southern Glazer's Wine & Spirits – Peg Leg Porker Tennessee Straight Bourbon Whiskey

V. Enforcement and Licensing Report

VI. Late Items

VII. Public Comment