

New Hampshire Liquor Commission

Agenda of September 17, 2026

Meeting starts at 10:30 a.m.

Please note that the September 24, 2026 Commission meeting is being moved to

Wednesday, September 23, 2026 at 10:30 a.m.

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes for September 10, 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 October 2026 Special Allowance Offers – Wine:
 - a) M.S. Walker
 - b) Pine State Trading Co., LLC
 - c) Ruby Wines
 - d) Southern Glazer's Wine & Spirits
2. Revised Off-Premise Special Discount-Exclusive Grocery Price Busters - October 2026
3. Revised On-Premise Special Discount - October 2026
4. Revised Wine Outlet Price Busters-October 2026
5. Revised Version Two-One Time Purchase for our Power Buy Program- Martignetti-Serge Dore Selections
6. Revised Version Two October 2026 Special Allowance Offers - Wine- Martignetti Companies of Northern New England
7. Revised Version Two November 2026 Special Allowance Offers - Wine- Southern Glazer's Wine & Spirits
8. One Time Buy Request - Castello Bonomi CruPerdu Franciacorta-Intimo Wines LLC
9. One Time Buy Request - Domaine Durand Sauvignon Blanc-Ruby Wines

10. One Time Buy Request-Flag Hill Drift-Flag Hill Vineyards
11. One Time Purchase for our Power Buy Program - Clay Shannon Winery represented by Ruby Wines
12. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
13. Purchase Order Request-New Hampshire Wineries
14. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 09/17/2026
15. Roll Out Results July – August 2026 Expand Distribution
16. Roll Out Results July – August 2026 Remove from Retail
17. Special Allowance Offers – December 2026- Wine:
 - a) Martignetti Companies of Northern New England
 - b) M.S. Walker
 - c) Pine State Trading Co., LLC
 - d) Southern Glazer’s Wine & Spirits
18. Specialty SKU Reduction Closeout Items with No Additional Purchase:
 - a) M.S. Walker
 - b) Southern Glazer’s Wine & Spirits
 - c) Vinilandia Wines
19. Test Market Results February – May 2026 (Appeal) Expand Distribution
20. Test Market Results May – August 2026 Expand Distribution
21. Test Market Results May – August 2026 Remove from Retail

For Information Only:

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

B) Tasting Events

1. September 2026 New Hampshire Liquor & Wine Outlet In-Store Events
2. October 2026 New Hampshire Liquor & Wine Outlet In-Store Events
3. November 2026 New Hampshire Liquor & Wine Outlet In-Store Events

C) Spirits

1. E- Coupon Offers- October 2026- Spirits
2. Home for the Holidays with WhistlePig Whiskey-Enter to Adopt Your Own WhistlePig Gold Pig! Sweepstakes October-December 2026- WhistlePig – Southern Glazer’s Wine & Spirits of New England
3. Purchase Order Request – Copper Cannon Distillery
4. Recommended July 2026 Bi-Annual Review Accessories Close-Out Pricing Recommendation
5. Recommended July 2026 Bi- Annual Review 50 mL’s Close-Out Pricing Recommendation
6. Ruby Wines- Close Out Offers

V. Enforcement and Licensing Report

VI. Late Items

VII. Public Comment