

New Hampshire Liquor Commission

Agenda of September 23, 2026

Meeting starts at 10:30 a.m.

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes for September 17, 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. New Hampshire Food Bank Holiday Donation Program – November-December 2026 – Pine State Trading Co., LLC
2. One Time Buy Request - Cupcake 1.5L's- Southern Glazer's Wine & Spirits
3. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
4. Purchase Order Request – New Hampshire Wineries
5. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 09/23/2026
6. Request for Wine Specialty Status – Miscellaneous Brokers
7. Ruby Wines – David Milligan Wine Dinner with David Milligan Selections- Pine Restaurant at Hanover Inn – October 2026

B) Tasting Events

1. Revised In-Store Tasting – Southern Glazer's Wine & Spirits- Chalk Hill Estates Seminar – October 2026
2. New Hampshire Liquor Commission In-Store Perfect Pairings Cooking Series – November 2026- Coupon
3. September 2026 New Hampshire Liquor & Wine Outlet In-Store Events
4. October 2026 New Hampshire Liquor & Wine Outlet In-Store Events

C) Spirits

1. Revised Appeal Request – September 2026- Pine State Trading Co., LLC/Keg 1 Pine State - Fever Tree Club Soda 8 pack
2. Bi Annual Appeal Requests – September 2026:
 - a) Martignetti Companies of Northern New England/Martignetti Companies of NH – 15 Stars Private Stock Bourbon
 - b) Martignetti Companies of Northern New England/Pernod Ricard USA- Abelour A' Bundah Scotch
 - c) Martignetti Companies of Northern New England/EKS Ventures Inc. – Boston Harbor Maple Cream
 - d) Martignetti Companies of Northern New England/EKS Ventures Inc. – Espresso Martini RTD
 - e) Martignetti Companies of Northern New England/Martignetti Companies of NH – Freeland Spirits Bourbon
 - f) Martignetti Companies of Northern New England/Pernod Ricard USA – Rabbit Hole Heigold Bourbon
 - g) Martignetti Companies of Northern New England/Pernod Ricard USA – Malfy Arancia Gin
 - h) Martignetti Companies of Northern New England/Pernod Ricard USA – Malfy Gin Rosa
 - i) M.S. Walker Inc./Mango Bottling Inc. – Tooters Ultimate Appletini
3. Test Market Appeal Requests – September 2026:
 - a) Ancient Souls Distillery/Ancient Souls Distillery – Swish Ultra Premium Vodka
 - b) M.S. Walker Inc./Three Chords Bourbon – Three Chords Strange Collab Pinot Finished Bourbon
4. Additional Allowance Offers - November 2026 – Spirits – Southern Glazer's Wine & Spirits
5. October, November and December 2026 – New Hampshire Spirits Display Rack Program
6. Purchase Order Request:
 - a) Flag Hill Distillery
 - b) Pine State Trading Co., LLC/Fever Tree
 - c) Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC
 - d) Tamworth Distilling
7. Skrewball Peanut Butter Whiskey – Supporting Hunger Relief in New Hampshire Promotional Program – October-December 2026
8. Special Allowance Offers – December 2026:
 - a) Martignetti Companies of Northern New England
 - b) M.S. Walker
 - c) Pine State Trading Co., LLC
 - d) Ruby Wines
 - e) Southern Glazer's Wine & Spirits
 - f) Stone Fence Beverage
9. Spirits Test Market Results for Week Ending 09/13/2026
10. Spirits Test Market Results for Week Ending 09/20/2026

V. **Enforcement and Licensing Report**

VI. **Late Items**

VII. **Public Comment**