

New Hampshire Liquor Commission

Agenda of October 01, 2026

Meeting starts at 10:30 a.m.

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes for September 23, 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 December 2026 Special Allowance Offers – Wine- Martignetti Companies of Northern New England
2. Revised – One Time Purchase for our Power Buy Program – Martignetti Companies of Northern New England
3. Monthly Promotional Sale - January 2027
4. New Hampshire Off-Premise Special Discount – Non-Exclusive Grocery Price Busters – November and December 2026
5. Off-Premise Special Discount – Exclusive Grocery Price Busters – November 2026
6. One Time Purchase for our Power Buy Program – Martignetti Companies of Northern New England – Serge Dore Selections
7. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 10/01/2026
8. Recommended Serge Dore Selections Allocated Wines for Distribution to Selected Stores 10/01/2026
9. Recommended and Not Recommended Serge Dore Beaujolais Allocated Wines for Distribution to Selected Stores 10/01/2026

B) Tasting Events

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

C) Spirits

1. Revised Additional November 2026 Additional Allowance Offers- Spirits- Martignetti Companies of Northern New England
2. Limited Time Offers for September and October 2026:
 - a) Martignetti Companies of Northern New England – Buddy’s American Vodka
 - b) Martignetti Companies of Northern New England - Hall of Champions Distillery Brand Soccer
 - c) Southern Glazer’s Wine & Spirits - Angel’s Envy Cask Strength Whiskey
 - d) Southern Glazer’s Wine & Spirits - Chandon Garden Spritz
 - e) Southern Glazer’s Wine & Spirits - Glenmorangie Signet Single Malt
 - f) Southern Glazer’s Wine & Spirits - Jack Daniel’s Tennessee Blackberry
3. Line Extension Requests for October 2026:
 - a) Martignetti Companies of Northern New England - Tres Agave Blanco & Reposado Tequila
 - b) Southern Glazer’s Wine & Spirits – Bulleit Bourbon Frontier Whiskey
4. One Time Buy Requests- September and October 2026:
 - a) Martignetti Companies of Northern New England- Penelope Architects of Golf
 - b) Martignetti Companies of Northern New England- Penelope Cigar Sessions Chapter 02
 - c) Martignetti Companies of Northern New England- Penelope Estate Collection
 - d) Martignetti Companies of Northern New England- Penelope Project X Collection
 - e) M.S. Walker - Chopin Family Reserve Vodka
 - f) Ruby Wines – BHAKTA Bourbon Whiskey & Armagnac 1868
 - g) Southern Glazer’s Wine & Spirits – Clase Azul Dia De Muertos 2026 Tequila
 - h) Southern Glazer’s Wine & Spirits – Crown Royal Single Malt
 - i) Southern Glazer’s Wine & Spirits - WhistlePig Whiskey Single Barrels
5. Purchase Order Request – Martignetti Companies of Northern New England
6. Spirits Test Market Results for Week Ending 09/27/2026
7. Test Market Requests- September and October 2026:
 - a) Pine State Trading Co., LLC - Buzzballz Cocktails
 - b) Southern Glazer’s Wine & Spirits - Fireball Torch’d Vanilla
 - c) Southern Glazer’s Wine & Spirits - Spirited Union Coconut Rum
 - d) Southern Glazer’s Wine & Spirits - Trump Vodka

V. Enforcement and Licensing Report

VI. Late Items

VII. Public Comment