

New Hampshire Liquor Commission

Agenda of October 08, 2026

Meeting starts at 10:30 a.m.

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes for October 01, 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. Additional Size Request – Pine State Trading Co., LLC – Apothic Red
2. Additional Size Request – Pine State Trading Co., LLC – Franciscan Cabernet Sauvignon
3. Additional Size Request – Pine State Trading Co., LLC – Nobile Sauvignon Blanc
4. New Hampshire Winery One Time Buy Request – Labelle Winery
5. New Hampshire Winery One-Time Buy Request – Lake House Red
6. One-Time Buy Request – Klinker Brick Alveo Wines – M.S. Walker
7. One-Time Buy Request – Marques De Riscal Rioja Reserva- Martignetti Companies of Northern New England
8. On-Premise Special Discount – November 2026
9. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 10/08/2026
10. Roll Out Results August – September 2026 Remove from Retail
11. Test Market Results June – September 2026 Expand Distribution
12. Test Market Results June – September 2026 Remove from Retail

For Information Only:

13. Status of 2026 Roll Out Items
14. Status of 2026 Test Market Items

B) Tasting Events

1. In-Store Tasting – Pine State Trading Co., LLC – The Dalmore Scotch Tasting – November 2026
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. Revised October 2026 Additional VAP Allowance Offers – Spirits – Southern Glazer’s Wine & Spirits
2. Revised October 2026 E- Coupon Offers – Spirits
3. Revised November 2026 Additional Allowance Offers – Spirits – Southern Glazer’s Wine & Spirits
4. Additional VAP Allowance Offers – October 2026 – Spirits – Southern Glazer’s Wine & Spirits
5. Additional VAP Allowance Offers – November 2026 – Spirits – Southern Glazer’s Wine & Spirits
6. Barrel Buy Program for Jefferson’s Barrel Selects- October 2026 – Pernod Ricard USA – Southern Glazer’s Wine & Spirits
7. Limited Time Offer Requests – October 2026:
 - a) Southern Glazer’s Wine & Spirits - Herradura Seleccion Suprema Tequila
 - b) Southern Glazer’s Wine & Spirits – Lagavulin Offerman 11yr Scotches
 - c) Southern Glazer’s Wine & Spirits – Oban Cask Strength 15yr Sherry Finish
 - d) Southern Glazer’s Wine & Spirits – Woodford Reserve Masters Collection Sweet Oak
 - e) Tamworth Distillery – Tamworth Deer Slayer Venison Flavored Whiskey
8. One-Time Buy Requests – October 2026:
 - a) Martignetti Companies of Northern New England – MGP 10 Year Bourbon
 - b) Martignetti Companies of Northern New England – Penelope Project X 1964 Cognac Private Barrel and Penelope Project X Cherrywood
 - c) Southern Glazer’s Wine & Spirits – Little Book The Infinite III
 - d) Southern Glazer’s Wine & Spirits – Maker’s Mark Cellar Aged
9. Purchase Order Requests:
 - a) Flag Hill Distillery
 - b) Martignetti Companies of Northern New England
 - c) Southern Glazer’s Wine & Spirits/Fabrizia Spirits LLC
10. Spirits Test Market Results for Week Ending 10/04/2026
11. VAP Hitchhiker Submission – September 2026

V. Enforcement and Licensing Report

VI. Late Items

VII. Public Comment