

# **New Hampshire Liquor Commission**

**Agenda of October 15, 2026**

**Meeting starts at 10:30 a.m.**

**I. Pledge of Allegiance**

**II. Acceptance of Meeting Minutes for October 08, 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 Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores
2. Revised November 2026 Special Allowance Offers – Wine – M.S. Walker
3. Revised Version Two November 2026 Special Allowance Offers – Wine:
  - a) Pine State Trading Co., LLC
  - b) Ruby Wines
4. Revised Version Three November 2026 Special Allowance Offers – Wine:
  - a) Martignetti Companies of Northern New England
  - b) Southern Glazer's Wine & Spirits
5. Additional Size Request – Pine State Trading Co., LLC – Yes Way Rose
6. E-mail Coupons – November 2026 Multiple Brokers
7. New Hampshire Producers Items Closeout Pricing with No Additional Purchase:
  - a) Appolo Vineyard
  - b) Hermit Woods
  - c) Labelle Winery
  - d) Sap House Meadery
8. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
9. Recommended Allocated Wines for Distribution to Selected Stores – An Exploration of Tuscany Wine Week Event – 10/15/2026

10. Request for Wine Specialty Status - Miscellaneous Brokers
11. September 2026 - Cost Change Approval List
12. September 2026 Primary Source Recommendations
13. Sommelier Select Program Items Closeout Pricing with No Additional Purchase - Miscellaneous Brokers
14. Wine Multi Bottle Promotion – November & December 2026
15. Wine Outlet Price Busters – November 2026
16. Wine Outlet Price Busters – December 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. #101649 – Do Epic Shi\*t Bourbon 750 mL Recommendation – Appeal for Test Market
2. Coupon Offer – 12 days of Holiday Cheer gift box October 15, 2026 – December 31, 2026- Spirits
3. Limited Time Offer Requests for October:
  - a) Martignetti Companies of Northern New England – Bols Pumpkin Spice
  - b) Martignetti Companies of Northern New England – Michter's 10YR Single Barrel Rye Wsky
  - c) Martignetti Companies of Northern New England – Shanky's Whip Black Irish
  - d) Martignetti Companies of Northern New England – Van Gogh Pumpkin Spice Vodka
  - e) Martignetti Companies of Northern New England – XXI Martinis Chocolate Peppermint
  - f) Pine State Trading Co., LLC – Buzzballz Cocktails Tailgate 6 pack
  - g) Southern Glazer's Wine & Spirits – Bailey's Candy Cane
  - h) Southern Glazer's Wine & Spirits – Carolan's Cream Liqueurs
  - i) Southern Glazer's Wine & Spirits – Cazadores Pineapple Tequila
  - j) Southern Glazer's Wine & Spirits – Don Julio 1942 FIFA World Cup 2026
  - k) Southern Glazer's Wine & Spirits – Don Julio 1942 Year of the Goat
  - l) Southern Glazer's Wine & Spirits – Old Grand Dad 114 Bourbon Single Barrel
  - m) Southern Glazer's Wine & Spirits – Strathearn Single Malt Scotch
  - n) Southern Glazer's Wine & Spirits – Talisker Distillers Edition
  - o) Southern Glazer's Wine & Spirits – The Glenlivet 12yr Provence Edition
4. Line Extensions Requests for October 2026:
  - a) Martignetti Companies of Northern New England – Corazon Blanco Tequila
  - b) Southern Glazer's Wine & Spirits – Lunazul Reposado Tequila
  - c) Southern Glazer's Wine & Spirits – Taaka Vodka
5. November & December 2026 Multi Bottle Offers – Spirits
6. November & December 2026 Outlet Busters Offers – Spirits
7. One Time Buy Requests- October 2026:
  - a) Flag Hill Distillery – Flag Hill Coffee Liqueur
  - b) M.S. Walker – Los Dos Blanco Tequila
  - c) M.S. Walker – Ned Sour Mash Australian Whisky
  - d) Pine State Trading Co., LLC – Buzzballz Cocktails Bent Banana
  - e) Pine State Trading Co., LLC – PA Dutch S'mores Cream Liqueur
  - f) Ruby Wines – Willett Distillery Pot Still Reserve Bourbon Cask Strength

- g) Southern Glazer's Wine & Spirits – Barrell Bourbon Seagrass Rye & Cigar Blend
  - h) Southern Glazer's Wine & Spirits – Hennessy Paradis
  - i) Southern Glazer's Wine & Spirits – Jack Daniel's Single Brl SR Heritage
  - j) Southern Glazer's Wine & Spirits – On the Rocks Chocolate Martini
  - k) Southern Glazer's Wine & Spirits – Skrewball Peanut Butter & Jelly Whiskey
  - l) Stone Fence Beverage – G4 Tequila Anejo
  - m) Stone Fence Beverage – Metcalfe's Cranberry Liqueur
8. Purchase Order Requests:
- a) Cathedral Ledge Distillery
  - b) Mt Washington Distillers LLC
  - c) Smoky Quartz Distillery
  - d) Stark Brewing Company
  - e) Tamworth Distilling
9. September 2026 Spirit Warehouse Only List
10. Special Allowance Offers – January 2027 - Spirits:
- a) BayState Wines
  - b) Martignetti Companies of Northern New England
  - c) M.S. Walker
  - d) Pine State Trading Co., LLC
  - e) Ruby Wines
  - f) Southern Glazer's Wine & Spirits
11. Spirits Test Market Results for Week Ending 10/11/2026
12. Test Market Requests- October 2026:
- a) BayState Wines – Blue Note Bourbons
  - b) BayState Wines - Hinch 5yr Double Wood
  - c) BayState Wines – One of One Pinot Noir
  - d) Martignetti Companies of Northern New England- Van Gogh Vanilla Vodka
  - e) Pine State Trading Co., LLC – FitVine Free Non-Alc Wines
  - f) Pine State Trading Co., LLC – Juliette Peach Liqueur
  - g) Pine State Trading Co., LLC – The Roaster's Daughter Espresso Martini
  - h) Ruby Wines – Nouvie Sparkling White NA
  - g) Southern Glazer's Wine & Spirits – Deep Eddy Espresso Vodka
  - h) Southern Glazer's Wine & Spirits – Oakside Cocktail Co. Paper Plane
  - i) Southern Glazer's Wine & Spirits – Two Stacks Irish Cream
  - j) Stone Fence Beverage – El Viejito Tequila Blanco
  - k) Stone Fence Beverage – G4 High Proof Tequila Blanco
  - l) Stone Fence Beverage – Molon Labe Barrel Finished Rum

**V. Enforcement and Licensing Report**

**VI. Late Items**

**VII. Public Comment**