

New Hampshire Liquor Commission

Agenda of October 22, 2026

Meeting starts at 10:30 a.m.

I. Pledge of Allegiance

II. Acceptance of Meeting Minutes for October 15, 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. June through September 2026 Appeal Request for Substance Reisling- Pine State Trading Co., LLC
2. REVISED One Time Purchase for our Power Buy Program – Southern Glazer's Wine & Spirits
3. One-Time Buy Request - Bonanza Cabernet Sauvignon-Martignetti Companies of Northern New England
4. One-Time Buy Request - Bonanza The Vinekeeper Napa Valley Cabernet Sauvignon-Martignetti Companies of Northern New England
5. One-Time Buy Request – Caymus Suisun The Walking Fool – Martignetti Companies of Northern New England
6. One-Time Buy Request – Veuve – Southern Glazer's Wine & Spirits
7. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
8. On-Premise Special Discount- December 2026
9. Purchase Order Request – New Hampshire Wineries
10. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 10/22/2026
11. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores – An Exploration of Tuscany Wine Week Event- Ruby Wines- 10/22/2026

B) Tasting Events

1. In-Store Bottle Signing and Tasting – with Ruby Wines and NHL's Jeremy Roenick Hockey Hall of Famer – November 2026
2. In-Store Bottle Whiskey Blending Event – with Ruby Wines and Dexter Bourbon Company – November 2026
3. November 2026 New Hampshire Liquor & Wine Outlet In-Store Events
4. December 2026 New Hampshire Liquor & Wine Outlet In-Store Events

C) Spirits

1. Revised November 2026 Additional Allowance Offers – Spirits:
 - a) Pine State Trading Co., LLC
 - b) Southern Glazer's Wine & Spirits
2. Revised December 2026 Additional Allowance Offers – Spirits:
 - a) Martignetti Companies of Northern New England
 - b) Pine State Trading Co., LLC
 - c) Southern Glazer's Wine & Spirits
3. Revised November & December 2026 Multi Bottle Offers – Spirits
4. Barrel Buy Program for Heaven Hill Brands Barrel Selects – October 2026 – Heaven Hill Dist Inc – Southern Glazer's Wine & Spirits
5. Close Out Offers – Ruby Wines
6. Limited Time Offer Requests – October 2026:
 - a) Martignetti Companies of Northern New England – Balvenie 12yr Home Malted
 - b) Martignetti Companies of Northern New England – Jackson Morgan Cream Liqueurs
 - c) M.S. Walker – Mionetto Aperitivo Alcohol Free
 - d) Ruby Wines – Row 94 Broken Branches Kentucky Straight Bourbon Whiskey
 - e) Southern Glazer's Wine & Spirits – Crown Royal Chocolate
 - f) Southern Glazer's Wine & Spirits – Elijah Craig 21Yr Single Barrel Bourbon
 - g) Southern Glazer's Wine & Spirits – Jack Daniel's Malt Sherry Cask
 - h) Southern Glazer's Wine & Spirits – Old Forester SB Barrel Proof #206068
 - i) Southern Glazer's Wine & Spirits – Widow Jane Black Opal
7. Line Extension Requests – October 2026:
 - a) Pine State Trading Co., LLC – Il Tramonto Limoncello
 - b) Southern Glazer's Wine & Spirits – Buffalo Trace Bourbon Cream
 - c) Southern Glazer's Wine & Spirits – Five Farms Irish Cream Liqueur
 - d) Southern Glazer's Wine & Spirits – Ketel One Lemon Drop Martini
8. One-Time Buy Requests – October 2026:
 - a) Martignetti Companies of Northern New England – Glenfiddich 16yr Aston Martin F1 2026
 - b) M.S. Walker – Calumet Farm Bourbons
 - c) Pine State Trading Co., LLC – Dalmore 17 & 18 Year
 - d) Pine State Trading Co., LLC – 2XO The Hip-Hop Bourbon Blend
 - e) Southern Glazer's Wine & Spirits – Belvedere Pure Organic Vodka
 - f) Southern Glazer's Wine & Spirits – Crown Royal Salted Caramel Whisky
 - g) Southern Glazer's Wine & Spirits – Pinnacle Vodka Seasonal Flavors
9. Purchase Order Requests:
 - a) Flag Hill Distillery
 - b) Pine State Trading Co., LLC/Fever Tree
 - c) Southern Glazer's Wine & Spirits/Stonewall Kitchen LLC
 - d) Tamworth Distilling

10. Spirits Test Market Results for Week Ending 10/18/2026

11. Test Market Requests – October 2026:

- a) M.S. Walker – Stonestreet Straight Bourbon Whiskey 5Yr
- b) Pine State Trading Co., LLC – 2XO White Oak Rye Bourbon
- c) Pine State Trading Co., LLC – Fettercairn 12 Year
- d) Pine State Trading Co., LLC – Irished up Irish Cold Brew Coffee 4pk
- e) Pine State Trading Co., LLC – Kinky Grape Liqueur
- f) Pine State Trading Co., LLC – Marcado28 Tequilas
- g) Southern Glazer's Wine & Spirits – Dos Hombres Reposado Tequila
- h) Southern Glazer's Wine & Spirits – Frey Ranch Straight Bourbon Whiskey
- i) Southern Glazer's Wine & Spirits – Heaven Hill BIB Double Mash
- j) Southern Glazer's Wine & Spirits – Loch Lomond Original Single Malt
- k) Stone Fence Beverage – Banhez Mezcal Artesanal Espadin & Barrill

V. Enforcement and Licensing Report

VI. Late Items

VII. Public Comment