New Hampshire Liquor Commission

Agenda of October 29, 2026

Meeting starts at 10:30 a.m.

I. **Pledge of Allegiance**

II. **Acceptance of Meeting Minutes for October 22, 2026**

III. **Administration**

1) DHL - Key Performance Indicators (KPI's) Report Update

IV. **Marketing and Sales**

1) Marketing Update

A) Director Mark Roy
   1. NHLC Sample Policy - Update

For Information Only:

B) 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- Pine State Trading Co., LLC
   2. Revised December 2026 Special Allowance Offers – Wine- Southern Glazer's Wine & Spirits
   3. Revised Version Two December 2026 Special Allowance Offers – Wine – Martignetti Companies of Northern New England
   4. Off-Premise Special Discount – Exclusive Grocery Price Busters December 2026
   5. Special Allowance Offers – Wine- January 2027:
      a) Martignetti Companies of Northern New England
      b) M.S Walker
      c) Pine State Trading Co., LLC
      d) Southern Glazer's Wine & Spirits

B) Tasting Events
   1. November 2026 New Hampshire Liquor & Wine Outlet In-Store Events
   2. December 2026 New Hampshire Liquor & Wine Outlet In-Store Events

C) Spirits

1. Revised November 2026 Additional Allowance Offers – Spirits – Southern Glazer's Wine & Spirits
2. Revised December 2026 Additional Allowance Offers – Spirits – Southern Glazer's Wine & Spirits
3. Revised October 2026 Test Market Request for Fettercairn 12 Year – E&J Gallo Winery – Pine State Trading Co., LLC
4. Tabled October 2026 Limited Time Offer for Mionetto Aperitivo Alcohol Free- M.S. Walker
5. Close Out Offers – Smoky Quartz Distillery
6. Limited Time Offer Requests – October 2026:
    a) Southern Glazer's Wine & Spirits – Johnnie Walker Blue Year of the Goat & Festive Blend
    b) Southern Glazer's Wine & Spirits – Smirnoff Peppermint Twist Vodka
    c) Southern Glazer's Wine & Spirits – WhistlePig 15 Yr Old Rye
7. Line Extension Requests – October 2026:
    a) Southern Glazer's Wine & Spirits – 99 Peaches
    b) Southern Glazer's Wine & Spirits – Chi Chi's Margarita
    c) Southern Glazer's Wine & Spirits – Hartley VSOP Brandy
    d) Southern Glazer's Wine & Spirits – Meukow VS Cognac
8. One-Time Buy Requests – October 2026:
    a) Pine State Trading Co., LLC – Buzzballz Cocktail BIGGIES Pink Lemonsqueezy
    b) Pine State Trading Co., LLC – Rumchata Peppermint Bark
    c) Southern Glazer's Wine & Spirits – 1792 Bottled in Bond Single Barrel Select # 1072
    d) Southern Glazer's Wine & Spirits – Barrell Craft Bourbon & Sweet Peat
    e) Southern Glazer's Wine & Spirits – Jim Beam Pineapple and Red Stag Brick Pack
    f) Southern Glazer's Wine & Spirits – Latverain Cask 20yr Orphan Barrel
9. Purchase Order Requests:
    a) Pine State Trading Co., LLC
    b) Smoky Quartz Distillery
    c) Southern Glazer's Wine & Spirits/Fabrizia Spirts LLC
    d) Southern Glazer's Wine & Spirts/Diageo North America Inc
10. Spirits Test Market Results for Week Ending 10/25/2026
11. Test Market Requests – October 2026:
    a) M.S Walker – Mionetto Aperitivo Alcohol Free
    b) Pine State Trading Co., LLC – 2XO White Oak Straight Rye
    c) Southern Glazer's Wine & Spirits – Beluga Noble Vodka
    d) Southern Glazer's Wine & Spirits – Hornitos Pineapple
    e) Southern Glazer's Wine & Spirits – Jägermeister Orange
    f) Southern Glazer's Wine & Spirits – Oyster Fine Gin
    g) Southern Glazer's Wine & Spirits – Pinnacle 100 Proof Vodka
    h) Southern Glazer's Wine & Spirits – Ruffino Alcohol Removed Sparkling Wine
    i) Southern Glazer's Wine & Spirits – Tost Sparkling Non Alcs
    j) Southern Glazer's Wine & Spirits – Viva Agave Reposado

V. **Enforcement and Licensing Report**

VI. **Late Items**

VII. **Public Comment**