New Hampshire Liquor Commission

Agenda of November 05, 2026

Meeting starts at 10:30 a.m.

I. **Pledge of Allegiance**

II. **Acceptance of Meeting Minutes for October 29, 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 Purchase Order Request- Flag Hill Winery

   B) Tasting Events
      1. In-Store Tasting – Bord Bia – Slainte Social: Irish Sips & Snacks
      2. November 2026 New Hampshire Liquor & Wine Outlet In-Store Events

   C) Spirits
      1. #063959 – Goldie's Gin 750mL – Recommendation – Appeal for Specialty Distribution
      2. Revised November 2026 Additional Allowance Offers – Spirits – Southern Glazer's Wine & Spirits
      3. Revised December 2026 Additional Allowance Offers – Spirits – Southern Glazer's Wine & Spirits
      4. Revised Purchase Order Requests:
         a) Southern Glazer's Wine & Spirits/Fabrizia Spirits LLC
         b) Southern Glazer's Wine & Spirits/Stonewall Kitchen LLC
      5. Revised October 2026 Test Market Request for Fettercairn 12 Year – E&J Gallo Winery – Pine State Trading Co., LLC
      6. January 2027 Additional Allowance Offers – Spirits- Southern Glazer's Wine & Spirits
      7. Close Out Offers – M.S. Walker

8. Jägermeister “Snow League Sweepstakes” – October 2026 through January 2027
9. Jim Beam “Hit the Beam Sweepstakes” – September 2026 through February 2027
10. Limited Time Offer Requests – November 2026:
    a) M.S. Walker – ChocoLat Deluxe Pistachio Chocolate
    b) Pine State Trading Co., LLC – SoonHari Variety
11. Line Extension Request for New Amsterdam Pink Whitney 50mL 10pk – E&J Gallo Winery – Pine State Trading Co., LLC – November 2026
12. New Hampshire Spirits Display Rack Program – January, February and March 2027
13. One-Time Buy Request – October 2026 - Southern Glazer’s Wine & Spirits - Jack Daniel’s Winter Jack
14. One-Time Buy Requests – November 2026:
    a) Pine State Trading Co., LLC – Don Fulano Imperial Extra Anejo
    b) Pine State Trading Co., LLC – Fettercairn 16 Year
15. Purchase Order Requests – November 2026:
    a) Cathedral Ledge Distillery
    b) Flag Hill Distillery
16. June 2026 Semi-Annual Spirts Accessories 3-Month Warning Item Review- November 2026
17. June 2026 Semi Annual Spirits Warning Item Review- November 2026
18. Spirits Test Market Results for Week Ending 11/01/2026
19. Test Market Requests – November 2026:
    a) Pine State Trading Co., LLC – SoonHari Yogurt
    b) Pine State Trading Co., LLC – Jack Rudy Mixers Bourbon Cherries & Vermouth Olives

V. **Enforcement and Licensing Report**

VI. **Late Items**

VII. **Public Comment**