New Hampshire Liquor Commission

Agenda of November 12, 2026

Meeting starts at 10:30 a.m.

I. **Pledge of Allegiance**

II. **Acceptance of Meeting Minutes for November 05, 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. Monthly Promotional Sale – February and March 2027
      2. One Time Purchase for our Power Buy Program – Multiple Brokers
      3. Purchase Order Request – New Hampshire Wineries
      4. Recommended Allocated Wines for Distribution to Selected Stores- New England Winter Wine Spectacular Key Personality Support -11/12/2026
      5. Recommended and Not Recommended Allocated Wines for Distribution to Selected Stores 11/12/2026
      6. Request for Wine Specialty Status – Multiple Brokers
      7. Roll Out Requests – Multiple Brokers – January 2027
      8. Special Allowance Offers – February 2027 - Wine:
         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
      9. Test Market Requests – Multiple Brokers – January 2027

B) Tasting Events
   1. November 2026 New Hampshire Liquor & Wine Outlet In-Store Events
   2. January 2027 New Hampshire Liquor & Wine Outlet In-Store Events

C) Spirits
   1. Revised November 2026 One-Time Buy Request for Don Fulano Imperial Extra Anejo – E&J Gallo Winery – Pine State Trading Co., LLC
   2. Limited Time Offer Requests – November 2026:
      a) Martignetti Companies of Northern New England – Bomberger's Declaration Bourbon
      b) Martignetti Companies of Northern New England – Michter's 10yr Bourbon & Toasted Rye
      c) Martignetti Companies of Northern New England – Redemption Bourbon Cognac Cask
      d) Martignetti Companies of Northern New England – Shenk's Sour Mash Whiskey
      e) Martignetti Companies of Northern New England – Macallan Scotches
      f) Southern Glazer's Wine & Spirits – Shucked Bourbon
   3. Primary Source Recommendations – October 2026
   4. Purchase Order Request- NHLC/William Dwight Perkins – November 2026
   5. Spirits Test Market Results for Week Ending 11/08/2026
   6. Spirit Warehouse Only List – October 2026

V. **Enforcement and Licensing Report**

VI. **Late Items**

VII. **Public Comment**