

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 4, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD December 28, 2023

III) ADMINISTRATION

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

IV) MARKETING AND SALES

1) Marketing Update

A) April 2024 Additional Quarterly Price Changes

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. January 2024 Primary Source Recommendations
2. NH Winery New Listing – Sap House Meadery
3. New Top 1200 Gross Profit Requirements for Week Ending 12/31/2023
4. One Time Purchase for our Power Buy Program – Misc Brokers
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 01/04/2024
6. Request for Wine Specialty Status – Misc Brokers
7. Roll Out Requests – Multiple Brokers – April 2024
8. Roll Out Results – September 2023 – October 2023 – REMOVE FROM RETAIL
9. Roll Out Results for October 2023 – November 2023 – EXPAND DISTRIBUTION
10. Roll Out Results – October 2023 – November 2023 – REMOVE FROM RETAIL
11. Test Market Requests – Multiple Brokers – April 2024
12. Test Results for July 2023 – October 2023 – EXPAND DISTRIBUTION
13. Test Results for July 2023 – October 2023 – REMOVE FROM RETAIL
14. Test Results for August 2023 – November 2023 – EXPAND DISTRIBUTION
15. Test Results for August 2023 – November 2023 – REMOVE FROM RETAIL
16. Revision of Off-Premise Special Discount – Exclusive Grocery Price Busters – February 2024

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17. Status of 2023 Roll Out Items
18. Status of 2024 Roll Out Items
19. Status of 2023 & 2024 Test Items

B) Tasting Events

1. Additional January 2024 NH Liquor & Wine Outlet In-Store Events
2. Additional February 2024 NH Liquor & Wine Outlet In-Store Events
3. Additional March 2024 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. January 2024 Spirit Warehouse Only List
2. Limited Time Offer Request for Hendrick's Grand Cabaret Gin – Martignetti Companies of NNE - December 2023
3. Line Extension Requests – November 2023:
 - a) Southern Glazer's Wine and Spirits – 1800 Coconut Tequila 1L
 - b) Southern Glazer's Wine and Spirits – Jose Cuervo Authentic Lime Light Margarita 4pk 200mL/4/6
4. Multi Bottle Purchase Program – February 2024 – Spirits
5. Outlet Price Busters – February & March 2024 – Spirits
6. Special Allowance Offers – April 2024 – Spirits:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) Stone Fence Beverage
 - g) MS Walker
7. Test Market Requests – December 2023:
 - a) Martignetti Companies of NNE – Glenfiddich 12 Year Sherry Cask
 - b) Martignetti Companies of NNE – Tullamore Dew Honey
 - c) Southern Glazer's Wine and Spirits – 1800 Ultimate Wild Berry Margarita
 - d) Southern Glazer's Wine and Spirits – Jose Cuervo Authentic Raspberry Colada
 - e) Southern Glazer's Wine and Spirits – Mango Shotta
 - f) Southern Glazer's Wine and Spirits – Mr. Boston Triple Sec
 - g) Southern Glazer's Wine and Spirits – Traveller Whiskey Blend No. 40

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT