

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 11, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD January 4, 2024

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. New Top 1200 Wines Ending 12/31/2023
2. Additional Special Allowance Offers – February 2024 – Wine:
 - a) Pine State Beverage
 - b) RNDC New Hampshire
3. Additional Special Allowance Offers – March 2024 – Wine – Pine State Beverage
4. One Time Buy Request Zaccagnini Montepulciano d'Abruzzo – Southern Glazer's Wine and Spirits
5. One Time Buy Request Cupcake 'Love is Wine' Chardonnay – Southern Glazer's Wine and Spirits
6. One Time Purchase for our Power Buy Program – Misc Brokers
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 01/11/2024
8. Scan-To-Win A Trip for Two to Mexico Sweepstakes - February – April 2024 – The Wine Group – Southern Glazer's Wine and Spirits
9. On-Premise Special Discount – February 2024
10. NH Off-Premise Special Discount – Price Busters March & April 2024
11. Off-Premise Special Discount – Exclusive Grocery Price Busters March 2024
12. Off-Premise Special Discount - Exclusive Grocery Price Busters April 2024

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

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 11, 2024

Meeting starts at 10:30 a.m.

C) Spirits

1. New Spirits Top 200 for 12 Month Period Ending 12/31/2023
2. December 2023 Bi-Annual 50mL Spirits Item Review
3. December 2023 Bi-Annual Spirits Item Review
4. December 2023 Bi-Annual Spirits Accessories Review
5. Spirits Test Market Results for Weeks Ending 12/31/2023 and 01/07/2024

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT