

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 18, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETINGS HELD January 4, 2024 and January 11, 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. January 2024 Primary Source Recommendations
2. Additional Special Allowance Offers – March 2024 – Wine – RNDC New Hampshire
3. Special Allowance Offers – April 2024 – Wine:
  - a) Martignetti Companies of NNE
  - b) Pine State Beverage
  - c) RNDC New Hampshire
  - d) Southern Glazer's Wine and Spirits
  - e) Stone Fence Beverage
  - f) MS Walker
4. Special Allowance Offers – May 2024 – Wine:
  - a) Bay State Wine & Spirits
  - b) Martignetti Companies of NNE
  - c) Pine State Beverage
  - d) RNDC New Hampshire
  - e) Ruby Wines New Hampshire
  - f) Southern Glazer's Wine and Spirits
  - g) Stone Fence Beverage
  - h) MS Walker
5. Wine Outlet 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

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3. Additional March 2024 NH Liquor & Wine Outlet In-Store Events

## C) Spirits

1. January 2024 Approved Price Changes
2. Not Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Zing Zang Ready to Drink Products – Southern Glazer’s Wine and Spirits
3. One Time Buy Request for Teeling Irish Whiskeys – January 2024 - Bacardi USA – Southern Glazer’s Wine and Spirits
4. Additional Special Allowance Offers – April 2024 – Spirits - Martignetti Companies of NNE
5. Special Allowance Offers – May 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) MS Walker
6. Spirits Test Market Results for Week Ending 01/14/2024
7. Test Market Requests – December 2023 & January 2024:
  - a) Bay State Wine & Spirits – Killington Maple Cask Bourbon
  - b) Southern Glazer’s Wine and Spirits – Jefferson’s Tropics Bourbon
  - c) Stone Fence Beverage – 1911 Honeycrisp Vodka
  - d) Stone Fence Beverage – FORIJ Tulsi Rose Gin
  - e) Stone Fence Beverage – Hudson Cocktail Lemon Drop

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT