

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 25, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD January 18, 2024

III) ADMINISTRATION

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

IV) MARKETING AND SALES

1) Marketing Update

A) Director Roy

1. REVISED – 2024 PROMOTIONAL CALENDAR – Updated for End of Year Finance Billing/Reporting

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. NH Winery New Listing – Appolo Vineyards
2. One Time Purchase for our Power Buy Program – Misc Brokers
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 01/25/2024
4. Request for Wine Specialty Status – Misc Brokers
5. Scan-To-Win a Trip Sweepstakes – January – March 2024 – Pine State Beverage
6. Vendor Request Closeout Pricing with Additional Purchase – Pine State Beverage

B) Tasting Events

1. RNDC - Winter Wine Festival at Wentworth by the Sea – February 2024
2. RNDC – Raymond Vineyards Dinner at Manchester Country Club – February 2024
3. RNDC – Raymond Vineyards Dinner at Wentworth by the Sea – February 2024
4. Additional February 2024 NH Liquor & Wine Outlet In-Store Events
5. Additional April 2024 NH Liquor & Wine Outlet In-Store Events
6. May 2024 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. Limited Time Offer Requests – January 2024:
 - a) Martignetti Companies of NNE – Drumshanbo Galanta Single Malt Irish Whiskey & Waterford Cuvee Koffi Single Malt Irish Whiskey

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- b) Pine State Beverage – Compass Box Art & Decadence, Compass Box Hedonism Limited Edition, Compass Box Metropolis, Compass Box Celestial, Compass Box Orchard House Blended Scotch
 - c) RNDC New Hampshire – Fercullen Single Malt 22 Year Old Marsala Finished & Fercullen Single Malt 5 Year Old
 - d) Southern Glazer’s Wine and Spirits – Baileys Vanilla Mint Shake
 - e) Southern Glazer’s Wine and Spirits – Crown Royal Golden Apple 23 Year
 2. Line Extension Requests – January 2024:
 - a) Pine State Beverage – Vermont Ice Maple Bourbon 50mL
 - b) Southern Glazer’s Wine and Spirits – Jefferson’s Bourbon 1.75mL
 3. One Time Buy Requests – January 2024:
 - a) Ruby Wines New Hampshire – See The Elephant Amaro di Rucola
 - b) Ruby Wines New Hampshire – Tennessee Legend Kettle Corn Whiskey
 4. Spirits Test Market Results for Week Ending 01/21/2024
 5. Test Market Requests – January 2024:
 - a) Pine State Beverage – ALB Vodka
 - b) RNDC New Hampshire – Mijenta Reposado Tequila
 - c) RNDC New Hampshire – Peerless Small Batch Barrel
 - d) RNDC New Hampshire – St George Baller
 - e) RNDC New Hampshire – Xicaru Anejo
 - f) Ruby Wines New Hampshire – Elvis Midnight Snack Peanut Butter Banana
 - g) Ruby Wines New Hampshire – Tennessee Legend Crème Brulee Cream
 - h) Ruby Wines New Hampshire – Tennessee Legend Kingsnake Bourbon
 - i) MS Walker – Black Infusions Dirty Shirley Cans
 - j) MS Walker – Blue Chair Bay Mocha Rum Cream
 - k) MS Walker – Gin Lane 1751 Violet Gin
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT