

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 1, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD January 25, 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. February 2024 Primary Source Recommendations
2. Additional Size Request – RNDC New Hampshire
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 02/01/2024
5. REVISED April 2024 Monthly Promotional Sale
6. Test Results for September 2023 – December 2023 – EXPAND DISTRIBUTION
7. Test Results for September 2023 – December 2023 – REMOVE FROM RETAIL

For Information Only

8. Status of 2024 Roll Out Items
9. Status of 2023 & 2024 Test Items

B) Tasting Events

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

C) Spirits

1. Appeal Requests – January 2024:
 - a) Martignetti Companies of NNE – Bols Blue Curacao
 - b) Martignetti Companies of NNE – Brightwater Rum
 - c) RNDC New Hampshire – Black Irish Original Cream Liqueur
2. January 2024 Bi-Annual Spirits Item Review – Closeout Pricing

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3. Limited Time Offer Request – January 2024 – RNDC New Hampshire – Jack Daniel’s 10 and 12 Year
 4. Multi Bottle Purchase Program – March 2024 – Spirits
 5. One Time Buy Requests – January 2024:
 - a) Southern Glazer’s Wine and Spirits – 12th Edition Old Fitzgerald 8 Year BiB
 - b) Southern Glazer’s Wine and Spirits – Buffalo Trace Prohibition Collection
 - c) Southern Glazer’s Wine and Spirits – Crown Royal Lemonade Variety Pack
 - d) MS Walker – Barr Hill Tom Cat Private Crowbar Gin
 6. Programs & Sweepstakes:
 - a) RNDC New Hampshire – Online Mi Campo Concerts for a Year Sweepstakes
 - b) Southern Glazer’s Wine and Spirits – Program “When Life Hands You Lemons” Fundraiser
 7. Spirits Test Market Results for Week Ending 01/28/2024
 8. Test Market Requests – January 2024:
 - a) Southern Glazer’s Wine and Spirits – Don Julio Alma Miel
 - b) MS Walker – Barr Hill Gin and Tonic RTD
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT