

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 8, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD February 1, 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 March 2024 Special Allowance Offers – Wine – MS Walker
3. Additional May 2024 Special Allowance Offers – Wine – MS Walker
4. Additional Size Requests – Pine State Beverage:
 - a) Black Box Buttery Chardonnay
 - b) Black Box Sauvignon Blanc
5. June 2024 Monthly Promotional Sale
6. REVISED One Time Purchase for our Power Buy Program – Misc Brokers
7. One Time Purchase for our Power Buy Program – Martignetti Companies of NNE – Serge Doré
8. One Time Purchase for our Power Buy Program – Misc Brokers
9. Recommended Allocated Wines for Distribution to Selected Stores – 02/08/2024
10. Request for Wine Specialty Status – Misc Brokers
11. Sweepstakes – RNDC New Hampshire:
 - a) Scan-To-Win a Trip to New Zealand – May – August 2024
 - b) Scan-To-Win “Spice up Your Summer” – May – August 2024
12. Vendor Request Closeout Pricing with Additional Purchase – MS Walker

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 April 2024 NH Liquor & Wine Outlet In-Store Events
4. Additional May 2024 NH Liquor & Wine Outlet In-Store Events
5. NHLC and Bord Bia present – Exploring the Spirits of Ireland & Off-Site Store

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6. NHLC Employee Training and Spirit Tasting

C) Spirits

1. Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Red River Rye Texas Whiskey – Southern Glazer’s Wine and Spirits
2. Limited Time Offer Requests – January 2024:
 - a) Martignetti Companies of NNE – Cathedral Ledge Organic Straight Rye Whiskey
 - b) RNDC New Hampshire – High West Barbados Rum Finish Cask Bourbon
 - c) RNDC New Hampshire – Woodford Rsv Kentucky Derby Bourbon and Woodford Rsv Master’s Collection Batch Proof
 - d) Southern Glazer’s Wine and Spirits – Don Julio 1942 Ultima Reserva
3. One Time Buy Requests – January 2024:
 - a) 21st Century Wine Company – Abre Ojos Deftones Anejo Tequila
 - b) MS Walker – Barr Hill Tom Cat 100 Barrel #2950 and Barr Hill Tom Cat 100 Barrel #3160
4. Spirits Test Market Results for Week Ending 02/04/2024
5. REVISED Test Market Request for Don Julio Alma Miel – January 2024 – Diageo – Southern Glazer’s Wine and Spirits
6. Test Market Requests – January 2024:
 - a) RNDC New Hampshire – Sogno di Sorrento Espresso Caffè
 - b) Southern Glazer’s Wine and Spirits – Bulleit Single Malt
 - c) Southern Glazer’s Wine and Spirits – Ciroc Limonada
 - d) Southern Glazer’s Wine and Spirits – Ketel One Cosmopolitan
 - e) Southern Glazer’s Wine and Spirits – Tanqueray Negroni
 - f) MS Walker – Pelotón de la Muerte Mezcal Pechuga

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT