

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 15, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD February 8, 2024

III) ADMINISTRATION

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

IV) MARKETING AND SALES

1) Marketing Update

A) Director Mark Roy

1. Updated Policy of Samples Provided to the New Hampshire Liquor Commission (NHLC)

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. April, May, and June 2024 - NH Winery Display Rack Program
2. Request for Wine Specialty Status – Misc Brokers
3. Roll Out Requests – Multiple Brokers – May 2024
4. Scan-To-Win a Meet & Greet with Dave Mathews Sweepstakes – April – Southern Glazer's Wine and Spirits
5. Test Market Requests – Multiple Brokers – May 2024
6. Test Results for October 2023 – January 2024 – EXPAND DISTRIBUTION
7. Test Results for October 2023 – January 2024 – REMOVE FROM RETAIL
8. Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire

For Information Only

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

B) Tasting Events

No items in this section this week.

C) Spirits

1. February 2024 Spirit Warehouse Only List

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2. Limited Time Offer Requests – January & February 2024:
 - a) RNDC New Hampshire – GlenDronach 15 Year Scotch
 - b) RNDC New Hampshire – The GlenDronach Parliament 21 Year Old and The GlenDronach Grandeur 29 Year Old
 - c) Southern Glazer’s Wine and Spirits – Crown Royal Blackberry
 - d) Southern Glazer’s Wine and Spirits – Hibiki Harmony Japanese Whisky and Hakushu 12 Year Japanese Single Malt Whisky
 - e) Southern Glazer’s Wine and Spirits – Weller 12 Year Bourbon
 3. One Time Buy Requests – January 2024:
 - a) Martignetti Companies of NNE – The Macallan Harmony Collection Amber Meadow
 - b) Southern Glazer’s Wine and Spirits – Heaven Hill Heritage Collection 3rd Edition
 4. Not Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Misc Spirits Items – Pine State Beverage
 5. Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Templeton Barrel Strength and Seagram’s Sweet Tea Vodka – RNDC New Hampshire
 6. March 2024 Revised Special Allowance Offers – Spirits – RNDC New Hampshire
 7. April 2024 Additional Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
 8. May 2024 Additional Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
 9. Spirits Test Market Results for Week Ending 02/11/2024
 10. Test Market Requests – February 2024:
 - a) Southern Glazer’s Wine and Spirits - Barsol Quebranta Puro Pisco
 - b) Southern Glazer’s Wine and Spirits – Clase Azul Gold
 - c) Southern Glazer’s Wine and Spirits – Jim Beam Rye
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT