

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 22, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD February 15, 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

A) James Richards, Store Operations Administrator

1. New Outlet 32 – Recommendation for Outlet Hours

3) Merchandising

A) Wine

1. February 2024 Primary Source Recommendations
2. Additional Size Request – Martignetti Companies of NNE
3. Additional Special Allowance Offers – March 2024 – Wine – Pine State Beverage
4. Additional Special Allowance Offers – May 2024 – Wine – Martignetti Companies of NNE
5. One Time Purchase for our Power Buy Program – Misc Brokers
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 02-22-2024
7. REVISED Allocation – Uncorked LLC
8. Sweepstakes:
  - a) Scan-To-Win a Trip to 2025 Players Championship Tournament Sweepstakes March – October 2024 – RNDC New Hampshire
  - b) Scan-To-Win a Meet & Greet with Dave Mathews in Gilford, NH Sweepstakes – April – Southern Glazer's Wine and Spirits
9. On-Premise Special Discount – March 2024

B) Tasting Events

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

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## C) Spirits

1. Case Labeling Procedure Concord Warehouse – February 2024
2. Additional Special Allowance Offers – April 2024 – Spirits – Martignetti Companies of NNE
3. Additional Special Allowance Offers – May 2024 – Spirits – RNDC New Hampshire
4. Limited Time Offer Request for Jack Daniel’s McLaren 2024 Edition – February 2024 - Brown-Forman – RNDC New Hampshire
5. Line Extension Request for Elijah Craig Small Batch – February 2024 – Heaven Hill Brands – Southern Glazer’s Wine and Spirits
6. One Time Buy Requests – February 2024:
  - a) Southern Glazer’s Wine and Spirits – Buffalo Trace Bourbon Barrel #507, Buffalo Trace Bourbon Barrel #509, Buffalo Trace Bourbon Barrel #516, and Buffalo Trace Bourbon Barrel #604
  - b) Southern Glazer’s Wine and Spirits – Eight Reserve Tequila
  - c) Southern Glazer’s Wine and Spirits – Old Fashioned Copper Bourbon 1996
7. Spirits Test Market Results for Week Ending 02/18/2024
8. Test Market Requests – February 2024:
  - a) RNDC New Hampshire – Bimini Coconut Gin
  - b) Southern Glazer’s Wine and Spirits – Altos Strawberry Margarita
  - c) Southern Glazer’s Wine and Spirits – Angostura 5 Year Old Rum
  - d) Southern Glazer’s Wine and Spirits – Jameson Irish Orange Spritz
  - e) Uncorked LLC – Elysian Fields Lavender Gin
  - f) MS Walker – Field & Sound Maritime Whiskey

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT