

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 29, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD February 22, 2024

## III) ADMINISTRATION

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

## IV) MARKETING AND SALES

### 1) Marketing Update

#### A) Director Mark Roy

##### 1. January 2024 Approved Price Changes

*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. February 2024 Primary Source Recommendations

##### 2. Additional Special Allowance Offers – May 2024 – Wine – Martignetti Companies of NNE

##### 3. July & August 2024 Monthly Promotional Sale

##### 4. NH Winery New Listing – Sap House Meadery

##### 5. One Time Buy Requests:

###### a) Bay State Wine & Spirits – Chateau D'Arcins Bordeaux

###### b) Bay State Wine & Spirits – Chateau Ferrande Graves

###### c) Bay State Wine & Spirits – Chateau Tour Prignac Bordeaux

##### 6. One Time Purchase for our Power Buy Program – Misc Brokers

##### 7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 02-29-2024

##### 8. Request for Wine Specialty Status – Misc Brokers

##### 9. Special Purchase Request Canard Vineyard the Resurgence Cabernet Sauvignon – RNDC New Hampshire

##### 10. Wine Outlet Price Busters – April and May 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

##### 4. June 2024 NH Liquor & Wine Outlet In-Store Events

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## C) Spirits

1. Line Extension Request – February 2024 – Fishers Island Lemonade Beach Variety 355ml/8 – Pine State Beverage
2. Multi Bottle Purchase Program – April & May 2024 – Spirits
3. Outlet Price Busters – April & May 2024 - Spirits

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT