

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 7, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD February 29, 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. TABLED - July & August 2024 Monthly Promotional Sale
2. One Time Purchase for our Power Buy Program – Misc Brokers
3. REVISED One Time Purchase for our Power Buy Program – MS Walker
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 03/07/2024
5. Recommended 2021 Bordeaux Arrivals for Distribution to Selected Stores – Ruby Wines New Hampshire 03/07/2024
6. Request for Wine Specialty Status – Misc Brokers
7. Scan-To-Win a Spring Brunch Entertaining Kit Sweepstakes – March – April 2024 – RNDC New Hampshire
8. Additional Special Allowance Offers – April 2024 – Wine – RNDC New Hampshire
9. Additional Special Allowance Offers – May 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
10. Special Allowance Offers – June 2024 – Wine:
 - a) Bay State Wine & Spirits
 - b) Martignetti Companies of NNE
 - c) Pine State Beverage
 - d) RNDC New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) MS Walker
11. Vendor Request Closeout Pricing with No Additional Purchase – Pearl Lake Distributors

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 7, 2024

Meeting starts at 10:30 a.m.

B) Tasting Events

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

C) Spirits

1. 2024 Summer Spirits Seasonal & VAP Offers
2. Limited Time Offer Requests – February 2024:
 - a) Southern Glazer’s Wine and Spirits – Smirnoff Red White and Berry 1.75L and Smirnoff Red White and Berry 750mL
 - b) RNDC New Hampshire – 15 Stars Sherry Cask Finished and 15 Stars Triple Cask
3. Line Extension Requests – February 2024:
 - a) Southern Glazer’s Wine and Spirits – 818 Blanco Tequila 375mL
 - b) Southern Glazer’s Wine and Spirits – Crown Royal Peach 375mL
 - c) Southern Glazer’s Wine and Spirits – Don Julio Anejo 375mL
 - d) Southern Glazer’s Wine and Spirits – Don Julio Blanco 1L
 - e) Southern Glazer’s Wine and Spirits – Don Julio Reposado 375mL
4. Multi Bottle Purchase Program – March 2024 – Spirits UPDATED
5. One Time Buy Requests – February 2024:
 - a) Pine State Beverage – 2XO The Kiawah Blend Bourbon
 - b) Pine State Beverage – New Amsterdam Tangerine 750mL and New Amsterdam Tangerine 50mL
 - c) RNDC New Hampshire – Heaven’s Door Exploration Series 1
 - d) RNDC New Hampshire – Penelope Rio Straight Bourbon
 - e) RNDC New Hampshire – Penelope Takaji Cask Rye
 - f) Southern Glazer’s Wine and Spirits – Kavalan King Car Conductor
6. Additional Special Allowance Offers – March 2024 – Spirits – Southern Glazer’s Wine and Spirits
7. Revised Special Allowance Offers – June 2024 – Spirits – MS Walker
8. Special Allowance Offers – June 2024 – Spirits:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC of New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer’s Wine and Spirits
 - f) Stone Fence Beverage
 - g) MS Walker
9. Spirits Test Market Results for Week Ending 02/25/2024
10. Spirits Test Market Results for Week Ending 03/03/2024
11. Test Market Requests – February 2024:
 - a) Pine State Beverage – Fishers Island Pink Flamingo and Fishers Island Spiked Tea
 - b) Pine State Beverage – RumChata Pineapple 750mL and RumChata Pineapple 50mL

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 7, 2024

Meeting starts at 10:30 a.m.

- c) Pine State Beverage – Tequila Komos Anejo Reserva
- d) RNDC New Hampshire – 15 Stars First West Rye
- e) RNDC New Hampshire – 15 Stars Private Stock
- f) RNDC New Hampshire – Archipelago Botanical Gin
- g) RNDC New Hampshire – Breckenridge High Proof Bourbon
- h) RNDC New Hampshire – Cutwater Espresso Martini
- i) RNDC New Hampshire – Cutwater Margarita Variety Pack
- j) RNDC New Hampshire – Ezra Brooks 99 Rye
- k) RNDC New Hampshire – Holladay Soft Red Wheat Bourbon
- l) RNDC New Hampshire – Jack and Ginger Ale
- m) RNDC New Hampshire – Simply Chocolate Liqueur
- n) RNDC New Hampshire – Simply Vermont Cassis
- o) RNDC New Hampshire – Sugarland Products – Mark & Digger’s
Hazelnut Rum, Mark & Digger’s Rye Apple Moonshine, and Sugarlands
Mountain Legacy Corn Whiskey
- p) RNDC New Hampshire – Yellowstone Special Finishes Collection
- q) RNDC New Hampshire – Zarza Silver Tequila
- r) Ruby Wines New Hampshire – Chicken Cock Small Batch
- s) Southern Glazer’s Wine and Spirits – Bulleit Rye 12 Year
- t) Southern Glazer’s Wine and Spirits – Fabrizia Limoncello Spritz
- u) Southern Glazer’s Wine and Spirits – Kikori Single Malt
- v) Stone Fence Beverage – Curamia Tequila Blanco
- w) Stone Fence Beverage – Lone Pine American Craft Vodka
- x) Stone Fence Beverage – Short Path Triple Sec
- y) Stone Fence Beverage – Swear Jar Candied Green Apple
- z) MS Walker – Tooters On The Tea and Tooters Hard Sarsaparilla

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT