

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 14, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD March 7, 2024

III) ADMINISTRATION

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

IV) MARKETING AND SALES

1) Marketing Update

A) Director Mark Roy

1. March 2024 Quarterly 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. July, August, and September Rejected Quarterly Price Changes: Milton's Distributing

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

3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 03/14/2024

4. Request for Wine Specialty Status – Misc Brokers

5. REVISED Special Allowance Offers – April 2024 – Wine:

a) Pine State Beverage

b) RNDC New Hampshire

c) Southern Glazer's Wine and Spirits

6. Additional Special Allowance Offers – April 2024 – Wine – MS Walker

7. REVISED Special Allowance Offers – May 2024 – Wine:

a) Pine State Beverage

b) RNDC New Hampshire

8. Additional Special Allowance Offers – May 2024 – Wine:

a) Martignetti Companies of NNE

b) Southern Glazer's Wine and Spirits

c) MS Walker

9. Additional Special Allowance Offers – June 2024 – Wine – RNDC New Hampshire

10. Special Allowance Offers – June 2024 – Wine – Ruby Wines New Hampshire

11. Vendor Request Closeout Pricing with Additional Purchase – Pine State Beverage

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12. NH Off-Premise Special Discount – Price Busters May & June 2024
13. Off-Premise Special Discount – Exclusive Grocery Price Busters May 2024
14. Off-Premise Special Discount - Exclusive Grocery Price Busters June 2024
15. On-Premise Special Discount – April 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. Bring Back Jack Event 2024

C) Spirits

1. March 2024 Spirit Warehouse Only List
2. Revised Special Allowance Offers – April 2024 – Spirits – Southern Glazer’s Wine and Spirits
3. Revised Special Allowance Offers – May 2024 – Spirits - Southern Glazer’s Wine and Spirits
4. Spirits Test Market Results for Week Ending 03/10/2024
5. REVISED February 2024 Test Market Request for Sugarlands Products – Sugarlands Distilling Co. – RNDC New Hampshire
6. Test Market Requests – February & March 2024:
 - a) Martignetti Companies of NNE – Alc A Chino Bourbon Vanilla Latte
 - b) Southern Glazer’s Wine and Spirits – Corvus Grilled Pineapple Vodka

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT