

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 21, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD March 14, 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. One Time Buy Requests:

- a) Martignetti Companies of NNE – Cline Cashmere
- b) MS Walker – Gerard Bertrand Trouble Blanc, Gerard Bertrand Trouble Rosé, and Gerard Bertrand Trouble Rouge
- c) MS Walker – Maison Chantal Sancerre, 2022
- d) MS Walker – Pierre Alexandre Sancerre, 2022

2. REVISED One Time Purchase for our Power Buy Program – MS Walker

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

4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 03/21/2024

5. Request for Wine Specialty Status – Misc Brokers

6. REVISED Special Allowance Offers – April 2024 - Wine – Pine State Beverage

7. Special Allowance Offers – July 2024 – Wine:

- a) Bay State Wine & Spirits
- b) Martignetti Companies of NNE
- c) Pine State Beverage
- d) RNDC New Hampshire
- e) Ruby Wines New Hampshire
- f) Southern Glazer's Wine and Spirits
- g) Stone Fence Beverage
- h) MS Walker

8. Roll Out Requests – Multiple Brokers – June 2024

9. Special Purchase Request Riunite Lambrusco – RNDC New Hampshire

10. Test Market Requests – Multiple Brokers – June 2024

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11. Text-To-Win a Trip Sweepstakes April - May 2024 – MS Walker

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

C) Spirits

1. Limited Time Offer Request – UPDATED MEMO – January 2024 – Drumshanbo and Waterford Irish Whiskeys – Martignetti Companies of NNE
2. Limited Time Offer Requests – March 2024:
 - a) RNDC New Hampshire – Woodford Reserve Double Oaked PS Batch 2, Woodford Reserve Double Oaked PS Batch 3, and Woodford Reserve PS Batch B
 - b) Southern Glazer’s Wine and Spirits – Rabbit Hole Founders Collection
3. One Time Buy Requests – March 2024:
 - a) Southern Glazer’s Wine and Spirits – 400 Conejos Reposado Mezcal
 - b) Southern Glazer’s Wine and Spirits – Fireball Dragon Reserve
 - c) Southern Glazer’s Wine and Spirits – Jose Cuervo Authentics Variety Pack
 - d) Southern Glazer’s Wine and Spirits – Papas Pilar Oloroso Cask Finish #50
 - e) Southern Glazer’s Wine and Spirits – WhistlePig CampStock Wheat Whiskey, WhistlePig 21 Single Malt Whiskey, and WhistlePig 25 Single Malt Whiskey
4. Additional Special Allowance Offers – June 2024 – Spirits – Southern Glazer’s Wine and Spirits
5. Special Allowance Offers – July 2024 – Spirits:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer’s Wine and Spirits
 - f) Stone Fence Beverage
 - g) MS Walker
6. Spirits Test Market Results for Week Ending 03/17/2024
7. Sweepstakes:
 - a) Southern Glazer’s Wine and Spirits – Online Absolut Summer Party
 - b) Southern Glazer’s Wine and Spirits – Online Malibu Rum Slice of Summer
 - c) Southern Glazer’s Wine and Spirits – Text to Win Cabo Wabo & Grand Marnier NASCAR Experience
8. Test Market Request for Cape Horn Tequila Blanco – Ruby Wines New Hampshire – March 2024

V) ENFORCEMENT AND LICENSING REPORT

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VI) LATE ITEMS

VII) PUBLIC COMMENT