

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of April 4, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD March 28, 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 – One Time Purchase for our Power Buy Program – Misc Brokers
2. Additional Size Request – MS Walker
3. Roll Out Results for January 2024 – February 2024 – EXPAND DISTRIBUTION
4. Sweepstakes:
  - a) RNDC New Hampshire – Enter-To-Win a Staycation
  - b) Pine State Beverage – Enter-To-Win a Virtual Gift Card
5. Wine Outlet Price Busters – June and July 2024

#### *For Information Only*

6. Status of 2024 Roll Out Items
7. Status of 2024 Test Items

#### 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. Additional June 2024 NH Liquor & Wine Outlet In-Store Events
5. July 2024 NH Liquor & Wine Outlet In-Store Events
6. In-Store Bottle Signing and Tasting with RNDC New Hampshire and Mark Ramsy & Digger Manes of Sugarlands - June 2024
7. In-Store Tasting – RNDC New Hampshire with Sugarland's Mark & Digger - June 2024

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## C) Spirits

1. Limited Time Offer Request for Woodford Reserve Baccarat Edition Bourbon – Brown-Forman – RNDC New Hampshire – March 2024
2. One Time Buy Requests – March 2024:
  - a) Southern Glazer’s Wine and Spirits – Basil Hayden’s Subtle Smoke
  - b) Southern Glazer’s Wine and Spirits – Elijah Craig PGA Championship Edition
  - c) Southern Glazer’s Wine and Spirits – Maker’s Mark 101
3. Promotional Sale – June 2024 – Spirits
4. QR Jack Daniels Montreal F1 Grand Prix Sweepstakes – RNDC New Hampshire
5. Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Misc Spirits Items – Uncorked LLC
6. Spirits Test Market Results for Week Ending 03/31/2024
7. Test Market Requests – March 2024:
  - a) Martignetti Companies of NNE – Atomic Black Espresso Liqueur
  - b) Martignetti Companies of NNE – Bib & Tucker Double Char Bourbon
  - c) RNDC New Hampshire – Templeton Midnight Rye Whiskey and Templeton Straight Bourbon

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT