

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of April 18, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD April 11, 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

A) Store Operations Administrator James Richards

1. Correction to Recommended Outlet Hours Summer 2024

3) Merchandising

A) Wine

1. TABLED One Time Purchase for our Power Buy Program – Misc Brokers
2. Request for Wine Specialty Status – Southern Glazer's Wine and Spirits
3. REVISED May 2024 Monthly Promotional Sale
4. Roll Out Requests – Multiple Brokers – July 2024
5. Test Market Requests – Multiple Brokers – July 2024
6. On-Premise Special Discount – April 2024

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
4. Additional July 2024 NH Liquor & Wine Outlet In-Store Events
5. In-Store Tasting – Southern Glazer's Wine and Spirits with Old Elk Distillery – May 2024

C) Spirits

1. July 2024 Rescinded Price Change
2. Multi Bottle Purchase Program – June & July 2024 – Spirits
3. Outlet Price Busters – June & July 2024 – Spirits
4. Spirits Test Market Results for Week Ending 04/07/2024

V) ENFORCEMENT AND LICENSING REPORT

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VI) LATE ITEMS

VII) PUBLIC COMMENT