

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of April 25, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD April 18, 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. April 2024 Primary Source Recommendations
2. July 2024 Monthly Retail Promotion
3. Not Recommended Allocation – Martignetti Companies of NNE
4. One-Time Buy Request for Alexander Valley Vineyards Rosé – Pine State Beverage
5. One Time Purchase for our Power Buy Program – Misc Brokers
6. Off-Premise Special Discount – Exclusive Grocery Price Busters July 2024
7. NH Off-Premise Special Discount – Price Busters July & August 2024

B) Tasting Events

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

C) Spirits

1. UPDATED - Multi Bottle Purchase Program – June & July 2024 – Spirits
2. Spirits Test Market Results for Week Ending 04/21/2024

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT