

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 2, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD April 25, 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. REVISED Roll Out Requests – Multiple Brokers – July 2024
2. UPDATED NH Off-Premise Special Discount – Price Busters May & June 2024
3. UPDATED Off-Premise Special Discount – Exclusive Grocery Price Busters May 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. Limited Time Offer Request for Bulleit 12yr Rye – Diageo – Southern Glazer's Wine and Spirits – April 2024
2. Spirits Test Market Results for Week Ending 04/28/2024
3. Sweepstakes Request – Fabrizia – June and July 2024 – Southern Glazer's Wine and Spirits

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT