

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 9, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD May 2, 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 July 2024 Monthly Retail Promotion
2. REVISED Wine Outlet Price Busters – June and July 2024
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05-09-2024
4. Recommended & Not Recommended Large Format Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE 05/09/2024
5. Recommended Bordeaux Allocation – Ruby Wines New Hampshire
6. Request for Wine Specialty Status – Misc Brokers
7. The Federalist Wine Donation Program – June – August 2024 – Southern Glazer's Wine and Spirits
8. REVISED Off-Premise Special Discount - Exclusive Grocery Price Busters – June 2024
9. REVISED Off-Premise Special Discount - Exclusive Grocery Price Busters – July 2024
10. REVISED 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. August 2024 NH Liquor & Wine Outlet In-Store Events
4. In-Store Bottle Signing and Tasting with Southern Glazer's Wine and Spirits and Ty Law – May 2024

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C) Spirits

1. Recommendation for Spirits Yearly Gross Profit Guidelines 2024
2. July 2024 Spirits Email Coupons
3. One Time Buy Requests – May 2024:
 - a) Martignetti Companies of NNE – Bruichladdich 18yr Scotch
 - b) Martignetti Companies of NNE – Michter’s Barrel Strength Rye and Michter’s 10yr Bourbon
 - c) Southern Glazer’s Wine and Spirits – Makers Mark Private Select Midnight Dream and Makers Mark Private Select Summer Harvest
4. Promotional Sale – May 2024 – Spirits
5. REVISED Spirits Test Market Results for Week Ending 04/28/2024
6. Spirits Test Market Results for Week Ending 05/05/2024
7. Test Market Requests – May 2024:
 - a) Martignetti Companies of NNE – Chinola Passion Fruit Liqueur
 - b) Martignetti Companies of NNE – Dough Ball Birthday Cake Whiskey
 - c) RNDC New Hampshire – Herradura Legend Tequila
 - d) Ruby Wines New Hampshire – Damso Soju Blueberry, Damso Soju Lychee, Damso Soju Original, and Damso Soju Watermelon
 - e) Southern Glazer’s Wine and Spirits – Casamigas Jalapeno Tequila
 - f) Stone Fence Beverage – Ice Pik Blood Orange Vodka

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT