

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 16, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD May 9, 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. On-Premise Special Discount – June 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
4. Additional August 2024 NH Liquor & Wine Outlet In-Store Events

#### C) Spirits

1. Line Extension Request for Skrewball Peanut Butter Whiskey – Pernod Ricard – Southern Glazer's Wine and Spirits – May 2024
2. Recommended Spirits Closeout of December 2023 Bi-Annual 3-Month Warning Review Items without Additional Purchase – Misc Brokers
3. Spirits Test Market Results for Week Ending 05/12/2024
4. UPDATED – Test Market Request for Bib & Tucker Double Char Bourbon – Martignetti Companies of NNE – April 2024
5. Test Market Requests – May 2024:
  - a) Martignetti Companies of NNE – Dirty Monkey Banana Peanut Butter Whiskey
  - b) Martignetti Companies of NNE – Dulce Vida Pineapple Jalapeno Tequila
  - c) Martignetti Companies of NNE – Mount Rigi Alpine Liqueur
  - d) Martignetti Companies of NNE – Tromba Blanco Tequila
  - e) Martignetti Companies of NNE – Warner's Rhubarb Gin

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- f) Pine State Beverage – Beattie’s Potato Vodka and Beattie’s Strawberry Vodka
- g) Pine State Beverage – Don Fulano Blanco, Don Fulano Reposado, and Don Fulano Anejo
- h) Pine State Beverage – Soonhari Soju Strawberry, Soonhari Soju Peach, and Soonhari Soju Apple Mango
- i) RNDC New Hampshire – Bombarda Drake Rum
- j) RNDC New Hampshire – Bully Boy Straight Bourbon
- k) RNDC New Hampshire – Perc Coffee Liqueur
- l) Southern Glazer’s Wine and Spirits – Ketel One Oranje Vodka

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT