

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 23, 2024
Meeting starts at 10:30 a.m.

- I) PLEDGE OF ALLEGIANCE
- II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD May 16, 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. One Time Purchase for our Power Buy Program – Misc Brokers
 - 2. Special Allowance Offers – June 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) MS Walker
 - 3. Special Allowance Offers – July 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer's Wine and Spirits
 - f) MS Walker
 - 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

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C) Spirits

1. Limited Time Offer Requests – May 2024:
 - a) Southern Glazer’s Wine and Spirits – 21 Seeds Multi-Pack
 - b) Southern Glazer’s Wine and Spirits – Crown Royal Blackberry
 - c) Southern Glazer’s Wine and Spirits – Dewar’s Double Double
 - d) Southern Glazer’s Wine and Spirits – George Dickel Bottled in Bond 13 Year
 - e) Southern Glazer’s Wine and Spirits – Hennessy Master Blenders No. 5
2. Line Extension Requests – May 2024:
 - a) Southern Glazer’s Wine and Spirits – Buchanan’s Deluxe Scotch 12 Year 375mL
 - b) Southern Glazer’s Wine and Spirits – Don Julio 1942 375mL and Don Julio 1942 50mL
3. One Time Buy Request for Fabrizia Lemonade Variety Pack - Southern Glazer’s Wine and Spirits – May 2024
4. Spirits Test Market Results for Week Ending 05/19/2024
5. Test Market Requests – May 2024:
 - a) Martignetti Companies of NNE – Doladira Aperitivo
 - b) Martignetti Companies of NNE – Dry Line Lemonade
 - c) Martignetti Companies of NNE – Greenall’s London Dry Gin
 - d) Martignetti Companies of NNE – XXI Martinis Espresso
 - e) Pine State Beverage – Finvara Irish Whiskey
 - f) RNDC New Hampshire – Whip Shots Vanilla and Whip Shots Mocha
 - g) Southern Glazer’s Wine and Spirits – Malibu Rum Pineapple Bay Breeze and Malibu Rum Strawberry Daiquiri

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT