

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 30, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD May 23, 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. May 2024 Primary Source Recommendations
2. July, August, and September 2024 – NH Winery Display Rack Program

B) Tasting Events

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

C) Spirits

1. One Time Buy Requests – May 2024:

- a) Mount Washington Distillers – Huntington's Distilled Gin
- b) Pine State Beverage – New Amsterdam Heat Check Vodka
- c) Pine State Beverage – The Dalmore Luminary 2
- d) Ruby Wines New Hampshire – Town Branch Bourbon Barrel #3952
- e) Stone Fence Beverage – Found North Hell Diver

2. Special Allowance Offers – June 2024 – Spirits – Southern Glazer's Wine and Spirits

3. Test Market Requests – March 2024:

- a) Southern Glazer's Wine and Spirits – 400 Conejos Reposado Mezcal
- b) Southern Glazer's Wine and Spirits – Patron El Alto

V) ENFORCEMENT AND LICENSING REPORT

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VI) LATE ITEMS

VII) PUBLIC COMMENT