

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of June 6, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD May 23, 2024 and May 30, 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. June 2024 Cost Change Approval List
2. June 2024 Primary Source Recommendations
3. June, July, and August 2024 – Serge Dore Selections Display Rack Program – Martignetti Companies of NNE
4. UPDATED – July 2024 Monthly Retail Promotion
5. August 2024 Monthly Retail Promotion
6. One Time Purchase for our Power Buy Program – Misc Brokers
7. Promotional Discount September 2024
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/06/2024
9. Special Purchase Request – Hoopes Vineyard Rosé – RNDC New Hampshire

B) Tasting Events

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

C) Spirits

1. May 2024 Spirit Warehouse Only List
2. Limited Time Offer Request for The Macallan 30-Year-Old – Edrington – RNDC New Hampshire – June 2024
3. One Time Buy Requests – May 2024:
  - a) Ruby Wines New Hampshire – Willett Distillery Barrel #22344 7-Year-Old Rye, Barrel #22340 7-Year-Old Rye, Barrel #2144 11-Year-Old

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Bourbon, Barrel #2781 11-Year-Old Bourbon, and Barrel #2399 11-Year-Old Rye

- b) Southern Glazer's Wine and Spirits – Angels Envy Richter Collection and Angels Envy Shine On
- c) MS Walker – New Riff 6-Year-Old Malted Rye
- d) MS Walker – New Riff 8-Year-Old Bourbon
- 4. Test Market Requests – May & June 2024:
  - a) Martignetti Companies of NNE – Sobieski Vanilla and Sobieski Grapefruit
  - b) Pine State Beverage – Idoniko Tsipouro
  - c) RNDC New Hampshire – Buena Gave Margarita RTD
  - d) RNDC New Hampshire – Casa Noble Marques Anejo
  - e) RNDC New Hampshire – Ezra Brook 99 Port Cask Finish
  - f) RNDC New Hampshire – Hell House American Legend
  - g) RNDC New Hampshire – Hooten Young 12 Year
  - h) RNDC New Hampshire – Penelope Rose Cask Finish
  - i) RNDC New Hampshire – Rocavaka Vodka
  - j) RNDC New Hampshire – Tequila Bribon Blanco
  - k) Southern Glazer's Wine and Spirits – Volcan Blanco Tequila

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT