

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of June 13, 2024

Meeting starts at 10:30 a.m.

Note: There will not be a Commission Meeting the week of July 4th

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD June 6, 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. Additional Special Allowance Offers – July 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) Southern Glazer's Wine and Spirits
2. One Time Buy Requests:
 - a) Stone Fence Beverage – Nuku Sauvignon Blanc
 - b) MS Walker – Gerard Bertrand Cotes du Roses Rose Art Edition
 - c) MS Walker – Zardetto Spritz
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended Allocated Wines for Distribution to Selected Stores 06/13/2024
5. Request for Wine Specialty Status – Misc Brokers

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. Additional Special Allowance Offers – July 2024 – Spirits – Southern Glazer's Wine and Spirits
2. One Time Buy Requests – May & June 2024:
 - a) Martignetti Companies of NNE – Corazon Single Cask Reposado Buffalo Trace Finish, Corazon Single Cask Anejo Blanton Finish, Corazon Single

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Cask Reposado Eagle Rare Finish, and Corazon Single Cask Anejo Weller Finish

- b) RNDC New Hampshire – Blood Oath Pact 10
 - c) Stone Fence Beverage – 1911 Orange Creamsicle Vodka
 - d) MS Walker – Flag Hill Cannon Mountain Tram Straight Bourbon
 - e) MS Walker – Foursquare ECS Mark XXIV Rum
 - f) MS Walker – High N Wicked Foursquare No. 7
- 3. Spirits Test Market Results for Week Ending 05/26/2024
 - 4. Spirits Test Market Results for Weeks Ending 06/02/2024 and 06/09/2024
 - 5. Test Market Requests – May & June 2024:
 - a) RNDC New Hampshire – Drumshanbo Irish Pot Irish Whiskey
 - b) Southern Glazer’s Wine and Spirits – Tequila Ocho Reposado
 - c) Stone Fence Beverage – Sugarwood 1790

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT