

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of June 20, 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 13, 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 Primary Source Recommendations
2. NH Winery New Listing – Appolo Vineyards
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/20/2024
4. Request for Wine Specialty Status – Misc Brokers

B) Tasting Events

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

C) Spirits

1. Limited Time Offer Requests – June 2024:

- a) RNDC New Hampshire – High West Bottled in Bond Straight Rye and High West Cask Strength
- b) Southern Glazer's Wine and Spirits – 1800 Blanco Tequila
- c) Southern Glazer's Wine and Spirits – Jose Cuervo Especial Silver
- d) Southern Glazer's Wine and Spirits – Russell's Reserve 15 Year
- e) Southern Glazer's Wine and Spirits – Wild Turkey Master's Keep Triumph

2. One Time Buy Requests – June 2024:

- a) Southern Glazer's Wine and Spirits – Double Eagle Very Rare
- b) Southern Glazer's Wine and Spirits – Weller Millennium
- c) Stone Fence Beverage – New England Barrel Company Small Batch Rye

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- d) Stone Fence Beverage – New England Barrel Company Small Batch Select
- 3. Spirits Test Market Results for Week Ending 06/16/2024
- 4. Test Market Requests – June 2024:
 - a) RNDC New Hampshire – Jaquin’s Rock & Rye
 - b) RNDC New Hampshire – Licor 43 Crème Brulee
 - c) RNDC New Hampshire – Midnight Moon Moonshakes Chocolate Brownie Cream and Midnight Moon Moonshakes Peanut Butter Cup
 - d) RNDC New Hampshire – The Roaster’s Daughter Espresso Martini
 - e) RNDC New Hampshire – Thunder Bitch Cinnamon Whisky
 - f) Ruby Wines New Hampshire – Buzzard’s Roost Bottled in Bond
 - g) Ruby Wines New Hampshire – Buzzard’s Roost Char #1
 - h) Southern Glazer’s Wine and Spirits – Black Velvet Reserve
 - i) Southern Glazer’s Wine and Spirits – Charles Goodnight Texas Bourbon
 - j) Southern Glazer’s Wine and Spirits – Junipero Smoked Rosemary Gin
 - k) Southern Glazer’s Wine and Spirits – Numbskull Cool Mint & Chocolate
 - l) Southern Glazer’s Wine and Spirits – Vago Elote Mezcal
 - m) Southern Glazer’s Wine and Spirits – Widow Jane Baby Jane

- V) ENFORCEMENT AND LICENSING REPORT

- VI) LATE ITEMS

- VII) PUBLIC COMMENT