

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 11, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD June 27, 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. Email Coupons – August 2024
2. August 2024 Special Allowance Offers – Wine – Southern Glazers Wine & Spirits
3. August 2024 Special Allowance Offers – Wine – Ruby Wines of NH
4. August 2024 Special Allowance Offers – Wine – RNDC
5. August 2024 Special Allowance Offers – Wine – Pine State Beverage
6. August 2024 Special Allowance Offers – Wine – M.S. Walker Inc.
7. August 2024 Special Allowance Offers – Wine – Martignetti Companies
8. Off-Premise Special Discount – Exclusive Grocery Price Busters August 2024
9. On-Premise Special Discount – Miscellaneous Brokers August 2024
10. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 7/11/24
11. One Time Purchase for our Power Buy Program – Miscellaneous Brokers
12. Revised One Time Purchase for our Power Buy Program – Martignetti – Serge
13. Additional Size Request – RNDC
14. NH Winery New Listing – LaBelle Winery Spiced Apple Wine
15. Request for Wine Specialty Status – Miscellaneous Brokers
16. Roll-Out Requests – Multiple Brokers – August 2024
17. Test Market Requests - Multiple Brokers – August 2024
18. Text-To-Win a Trip Sweepstakes – August through September 2024 – M.S. Walker
19. Enter-To-Win a Trip Sweepstakes – August through October 2024 – RNDC New Hampshire

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20. Enter-To-Win Cupcake “Summer of Joy” Sweepstakes – June through August 2024 – The Wine Group – Southern Glazer’s Wine & Spirits
  21. Win a trip to Wentz Vineyards and The Course golf course – June through September 2024 – Southern Glazer’s Wine & Spirits
- 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
  3. Additional September 2024 NH Liquor & Wine Outlet In-Store Events
- C) Spirits
1. E-Mail Coupons – August 2024
  2. Multi Bottle Purchase Program – August 2024 – Spirits
  3. 2024 Winter Spirits Seasonal & VAP Offers – Recommend & Not Recommended
  4. Outlet Price Busters – August 2024 – Spirits
  5. Limited Time Offer Requests – June 2024:
    - a) Southern Glazer’s Wine & Spirits – Lagavulin Offerman Edition 11-year Caribbean Rum Cask
    - b) Southern Glazer’s Wine & Spirits – Crown Royal Apple & Peach Multi-Pack
  6. Limited Time Offer Requests – July 2024:
    - a) Southern Glazer’s Wine & Spirits – Crown Royal RTD Whiskey Lemonade Variety Pack
    - b) Southern Glazer’s Wine & Spirits – Crown Royal RTD Whiskey Lemonade
    - c) Southern Glazer’s Wine & Spirits – Crown Royal Single Malt
  7. One Time Buy Requests – July 2024:
    - a) Southern Glazer’s Wine & Spirits – Larceny Barrel Proof
    - b) Southern Glazer’s Wine & Spirits – Heaven Hill Grain to Glass Straight Bourbon, Heaven Hill Grain to Glass Wheated Bourbon, Heaven Hill Grain to Glass Rye Whiskey
    - c) Southern Glazer’s Wine & Spirits – Elijah Craig Toasted Barrel, Elijah Craig Barrel Proof
    - d) Southern Glazer’s Wine & Spirits – Pikesville Rye 110 Whiskey
    - e) Southern Glazer’s Wine & Spirits – Old Fitzgerald 10 year Bottled-in-Bond Bourbon Decanter
    - f) Southern Glazer’s Wine & Spirits – Redbreast 18 Year Irish Whiskey
    - g) Southern Glazer’s Wine & Spirits – Kahlua White Chocolate Sips, Kahlua Chocolate Sips
    - h) Ruby Wines New Hampshire – Dexter Small Batch Wheat Straight Whiskey
    - i) Martignetti Companies of NNE – Art of the Spirits Heroes Forged in Flames Bourbon, Art of the Spirits Heroes Honored to Serve Bourbon
    - j) RNDC New Hampshire – Libations Bloody Mary, Libations Lemon Drop
    - k) Pine State Beverage – WhistlePig Rye Whiskey Barrel-Aged Maple Syrup

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- 1) Pine State Beverage – Henry’s Fork Organic Vodka
7. Spirits Test Market Results for Week Ending 07/08/2024
8. Test Market Requests – July 2024:
  - a) American Wine Collective – Art & Rev Vodka Soda, Art & Rev Orange Gin Spritz

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT