

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 18, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD July 11, 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. Revised August 2024 Monthly Retail Promotion
2. Additional August 2024 Special Allowance Offers – Wine:
  - a) RNDC New Hampshire
  - b) Southern Glazer's Wine and Spirits
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores - 07/18/2024
5. Recommended Allocated Wines for Distribution to Store 38 – RNDC New Hampshire – 07/18/2024
6. Request for Wine Specialty Status – Misc Brokers

#### B) Tasting Events

1. In-Store Tasting – Ruby Wines with HB Wine Merchants – August 2024
2. Additional August 2024 NH Liquor & Wine Outlet In-Store Events
3. Additional September 2024 NH Liquor & Wine Outlet In-Store Events
4. Additional October 2024 NH Liquor & Wine Outlet In-Store Events

#### C) Spirits

1. Limited Time Offer Requests – July 2024:
  - a) Southern Glazer's Wine and Spirits – Ardbeg Spectacular
  - b) Southern Glazer's Wine and Spirits – Mortlach Rare Single Malt Scotch
  - c) Southern Glazer's Wine and Spirits – Old Putney Pineau des Charentes
  - d) Southern Glazer's Wine and Spirits – Ron Zacapa Edicion Negra

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2. Line Extension Requests – July 2024:
    - a) Southern Glazer’s Wine and Spirits – Angel’s Envy 375mL
    - b) Southern Glazer’s Wine and Spirits – Aperol 1L
  3. One Time Buy Requests – July 2024:
    - a) RNDC New Hampshire – Ezra Brooks 7yr Bourbon and Ezra Brooks 7yr Rye
    - b) RNDC New Hampshire – Rebel 10yr Whiskey
    - c) Southern Glazer’s Wine and Spirits – Jose Cuervo Devil’s Reserve Tequila
    - d) Southern Glazer’s Wine and Spirits – Jose Cuervo Reserva de la Familia Anejo Cristalino
  4. Spirits Test Market Results for Week Ending 07/14/2024
  5. Test Market Requests – July 2024:
    - a) RNDC New Hampshire – Metcalfe’s Blueberry Liqueur
    - b) RNDC New Hampshire – Metcalfe’s Vermont Honey Bourbon
    - c) Southern Glazer’s Wine and Spirits – Dewar’s Japanese Smooth
    - d) Southern Glazer’s Wine and Spirits – Gran Coramino Reposado Tequila
    - e) Southern Glazer’s Wine and Spirits – Jose Cuervo Devil’s Reserve Tequila
    - f) Southern Glazer’s Wine and Spirits – Leroux Triple Sec 1.75L
    - g) Southern Glazer’s Wine and Spirits – Ole Smoky Cookie Dough Whiskey
    - h) Southern Glazer’s Wine and Spirits – Ole Smoky Mint Chocolate Chip
    - i) Southern Glazer’s Wine and Spirits – Ole Smoky Orange Shinesicle
    - j) Southern Glazer’s Wine and Spirits – Patron Anejo Cristalino Tequila
    - k) Southern Glazer’s Wine and Spirits – UV Grape Vodka
  6. October, November, and December 2024 – NH Spirits Display Rack Program
  7. 2024 Winter Spirits Seasonal & VAP Offers – Additional
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT