

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 25, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD July 18, 2024

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

IV) MARKETING AND SALES

1) Marketing Update

A) Director Roy

1. 2025 PROMOTIONAL CALENDAR
2. Promotional Sale – July 2024 - Spirits

*For Information Only:*

B) 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. July 2024 Cost Change Approval List
2. July 2024 Primary Source Recommendations
3. Additional One Time Purchase for our Power Buy Program – PSP Wines
4. Email Coupons – September 2024
5. October 2024 Monthly Promotional Sale
6. NH Off-Premise Special Discount – Price Busters September & October 2024
7. Off-Premise Special Discount – Exclusive Grocery Price Busters September 2024
8. On-Premise Special Discount – September 2024
9. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 07/25/2024
10. Recommended Bordeaux Allocation – Ruby Wines New Hampshire
11. REVISED August 2024 Special Allowance Offers – Wine – Pine State Beverage
12. REVISED Promotional Discount September 2024
13. REVISED Text-to-Win a Trip Sweepstakes – November and December 2024 – MS Walker
14. REVISED Wine Outlet Price Busters – Pine State Beverage – August 2024
15. Roll Out Requests – Multiple Brokers – September 2024
16. Special Allowance Offers – Wine - September 2024:
  - a) Martignetti Companies of NNE
  - b) Pine State Beverage
  - c) RNDC New Hampshire

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of July 25, 2024

Meeting starts at 10:30 a.m.

d) Southern Glazer's Wine and Spirits

e) MS Walker

17. Test Market Requests – Multiple Brokers – September 2024

## B) Tasting Events

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

## C) Spirits

1. 2024 Winter Spirits Seasonal & VAP Offers – Additional
2. Recommended Closeout Releases and Distribution with Deep Allowance Offers and Closeout Pricing from RNDC New Hampshire
3. Additional Special Allowance Offers – Spirits – August 2024 – Southern Glazer's Wine and Spirits
4. Special Allowance Offers – Spirits – August 2024:
  - a) Martignetti Companies of NNE
  - b) Pine State Trading
  - c) RNDC New Hampshire
  - d) Southern Glazer's Wine and Spirits
  - e) Stone Fence Beverage
  - f) MS Walker
5. Special Allowance Offers & Closeout Offers – Spirits – August 2024:
  - a) Bay State Wine and Spirits
  - b) Ruby Wines New Hampshire
6. Additional Special Allowance Offers – Spirits – September 2024 – Southern Glazer's Wine and Spirits
7. Special Allowance Offers – Spirits – September 2024:
  - a) Bay State Wine and Spirits
  - b) Martignetti Companies of NNE
  - c) Pine State Trading
  - d) RNDC New Hampshire
  - e) Southern Glazer's Wine and Spirits
  - f) MS Walker
8. Spirits Test Market Results for Week Ending 07/21/2024
9. REVISED Test Market Requests – July 2024:
  - a) Southern Glazer's Wine and Spirits – Gran Coramino Reposado Tequila
  - b) Southern Glazer's Wine and Spirits – Patron Anejo Cristalino Tequila

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT