

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 1, 2024  
Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD July 25, 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. One Time Buy Request – RNDC New Hampshire – Castello Banfi Brunello di Montalcino/Rosso di Montalcino 2-PK and Castello Banfi Rosa Regale Sparkling Red
2. One Time Purchase for our Power Buy Program – Misc Brokers
3. November 2024 Monthly Retail Promotion
4. Recommended Allocated Wines for Distribution to Selected Stores – 08/01/2024

#### B) Tasting Events

1. In-Store Bottle Signing and Tasting with RNDC and Lynyrd Skynyrd – August 2024

#### C) Spirits

1. Close Out Special Allowance Offers – Spirits – August 2024:
  - a) RNDC New Hampshire
  - b) MS Walker
2. Limited Time Offer Request – July 2024 – Southern Glazer's Wine and Spirits – Diageo – Johnnie Walker Blue
3. Line Extension Requests – July 2024:
  - a) RNDC New Hampshire – Luxardo Cherries 1L
  - b) Southern Glazer's Wine and Spirits – Ron Zacapa 23-year Rum 50mL
  - c) Southern Glazer's Wine and Spirits – Teremana Blanco 1.75L and Teremana Reposado 1.75L

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4. One Time Buy Requests – July 2024:
  - a) Martignetti Companies of NNE – Elite Edition Cooperstown Select Straight Bourbon Whiskey
  - b) Martignetti Companies of NNE – Hall of Champions Golf Club Bourbon Whiskey
  - c) RNDC New Hampshire – Lux Row Four Grain Double Barrel
  - d) RNDC New Hampshire – Penelope Toasted Series Barrel #21A and Penelope Architect Series Barrel #19
  - e) RNDC New Hampshire – Remus Babe Ruth Reserve
  - f) RNDC New Hampshire – Yellowstone Limited Edition 2024
  - g) Southern Glazer’s Wine and Spirits – Grey Goose Original Night Vision
  - h) Southern Glazer’s Wine and Spirits – WhistlePig PiggyBack Rye F1 Stake Team Edition
5. Spirits Test Market Results for Week Ending 07/28/2024
6. Test Market Requests – July 2024:
  - a) Martignetti Companies of NNE – Balvenie 16 Year French Oak
  - b) Martignetti Companies of NNE – Belle de Brillet Liqueur
  - c) Martignetti Companies of NNE – Buzzbox Long Island & Buzzbox Tequila Paloma
  - d) Martignetti Companies of NNE – Martini Mates Passionfruit Martini
  - e) Martignetti Companies of NNE – Mount Gay Eclipse Navy Strength Rum
  - f) Martignetti Companies of NNE – Silent Pool Gin
  - g) Tamworth Distilling – Siege of Wolves Rum

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT