

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 8, 2024  
Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD August 1, 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. Off-Premise Special Discount – Exclusive Grocery Price Busters October 2024

#### B) Tasting Events

1. In-Store Bottle Signing and Tasting with SGWS and Ty Law – September 2024
2. In-Store Tasting – Ruby Wines with Master Wines – September 2024
3. August 2024 NH Liquor & Wine Outlet In-Store Events
4. September 2024 NH Liquor & Wine Outlet In-Store Events
5. October 2024 NH Liquor & Wine Outlet In-Store Events

#### C) Spirits

1. August 2024 Spirit Warehouse Only List
2. Limited Time Offer Request – August 2024 – Martignetti Companies of NNE – Boston Harbor Distillery – Lawley's Strawberry Gin
3. Line Extension Request – August 2024 – Southern Glazer's Wine and Spirits – Campari America – Courvoisier VSOP Cognac 375mL
4. One Time Buy Requests – August 2024:
  - a) RNDC New Hampshire – Yellowstone Limited Edition 2024
  - b) Ruby Wines New Hampshire – Hyde Irish Whiskey No.8 Heritage Cask and Hyde Irish Whiskey No.3 The Aras Cask
  - c) Ruby Wines New Hampshire – Hyde Irish Whiskey Special Reserve Gift Set
  - d) Southern Glazer's Wine and Spirits – Little Book Chapter 8
  - e) Southern Glazer's Wine and Spirits – Maker's Mark Wood Finishing Series 2024

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- f) MS Walker – Barr Hill Tom Cat Barrel Aged Gin
  - 5. Spirits Test Market Results for Week Ending 08/04/2024
  - 6. REVISED Test Market Requests – July 2024
    - a) Martignetti Companies of NNE – Belle De Brillet Liqueur
    - b) Martignetti Companies of NNE – Mount Gay Eclipse Navy Strength Rum
  - 7. Test Market Requests – August 2024:
    - a) Copper Cannon Distillery – Fort No. 1 Wheated Bourbon
    - b) Martignetti Companies of NNE – Lido Limone
    - c) RNDC New Hampshire – Rebel 100 6YR Straight Bourbon Whiskey
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT