

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 15, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD August 8, 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) Store Operations Update

3) Merchandising

A) Wine

1. TABLED Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2024
2. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – September 2024
3. “Chloe Cares” – For Breast Cancer Awareness – September 2024 – Southern Glazer’s Wine and Spirits
4. Duboeuf Beaujolais Nouveau – Martignetti Companies of NNE
5. One Time Buy Request - Cockburn’s Special Reserve VAP - Southern Glazer’s Wine and Spirits
6. One Time Buy Request – Substance Red Blend – Ruby Wines New Hampshire
7. One Time Purchase for our Power Buy Program – Misc Brokers
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Store – 08/15/2024
9. Request for Wine Specialty Status – Misc Brokers
10. REVISED E-mail Coupons – September 2024
11. Roll Out Results for February 2024 – March 2024 – EXPAND DISTRIBUTION
12. Roll Out Results for March 2024 – April 2024 – EXPAND DISTRIBUTION
13. Roll Out Results for April 2024 – May 2024 – EXPAND DISTRIBUTION
14. Roll Out Results for May 2024 – June 2024 – EXPAND DISTRIBUTION
15. Roll Out Results for June 2024 – July 2024 – EXPAND DISTRIBUTION
16. Roll Out Results for February 2024 – March 2024 – REMOVE FROM RETAIL
17. Roll Out Results for March 2024 – April 2024 – REMOVE FROM RETAIL
18. Roll Out Results for April 2024 – May 2024 – REMOVE FROM RETAIL
19. Roll Out Results for May 2024 – June 2024 – REMOVE FROM RETAIL
20. Roll Out Results for June 2024 – July 2024 – REMOVE FROM RETAIL

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 15, 2024

Meeting starts at 10:30 a.m.

21. Special Purchase Request Spritz del Conte Classico, NV – RNDC New Hampshire
22. Test Market Results for January 2024 – April 2024 – EXPAND DISTRIBUTION
23. Test Market Results for February 2024 – May 2024 – EXPAND DISTRIBUTION
24. Test Market Results for March 2024 – June 2024 – EXPAND DISTRIBUTION
25. Test Market Results for April 2024 – July 2024 – EXPAND DISTRIBUTION
26. Test Results – January 2024 – April 2024 – REMOVE FROM RETAIL
27. Test Results – February 2024 – May 2024 – REMOVE FROM RETAIL
28. Test Results – March 2024 – June 2024 – REMOVE FROM RETAIL
29. Test Results – April 2024 – July 2024 – REMOVE FROM RETAIL
30. Wine Multi Bottle Promotion – September 2024
31. Wine Outlet Price Busters – September 2024

B) Tasting Events

1. In-Store Tasting – Martignetti with Manchester Distillery – September 2024
2. In-Store Tasting – RNDC with Herradura Tequila – September 2024
3. September 2024 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. Recommendation for Spirits Store Cluster Update Effective 10/01/2024
2. Limited Time Offer Request for Smirnoff Red White and Berry – Diageo – Southern Glazer’s Wine and Spirits – August 2024
3. One Time Buy Requests – July & August 2024
 - a) Pine State Beverage – Blue Run KS Bourbon Whiskey Trifecta Blend
 - b) RNDC New Hampshire – Sugarland’s Birthday Cake Sippin’ Cream
 - c) Southern Glazer’s Wine and Spirits – Corvus Original Vodka and Corvus Tropical Vodka
4. Close Out Special Allowance Offers – Spirits - October 2024:
 - a) Bay State Wine and Spirits
 - b) Ruby Wines New Hampshire
 - c) MS Walker
5. Special Allowance Offers – Spirits - October 2024:
 - a) Martignetti Companies of NNE
 - b) Pine State Trading
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer’s Wine and Spirits
 - f) Stone Fence Beverage
 - g) MS Walker
6. Spirits Test Market Results for Week Ending 08/11/2024
7. Test Market Requests – August 2024:
 - a) Pine State Beverage - Blue Run KS High Rye Bourbon Whiskey and Blue Run KS Whiskey Reflection II
 - b) RNDC New Hampshire – Sugarland’s Birthday Cake Sippin’ Cream

V) ENFORCEMENT AND LICENSING REPORT

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 15, 2024

Meeting starts at 10:30 a.m.

VI) LATE ITEMS

VII) PUBLIC COMMENT