

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of August 22, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD August 15, 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. Additional Special Allowance Offers – September 2024 – Wine:
 - a) Pine State Beverage
 - b) RNDC New Hampshire
2. Email Coupons – October 2024
3. REVISED On-Premise Special Discount – MS Walker and Southern Glazer's Wine and Spirits – September 2024
4. On-Premise Special Discount – October 2024
5. REVISED NH Off-Premise Special Discount – Price Busters September & October 2024
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 08/22/2024
7. Recommended Bordeaux Allocation – Ruby Wines New Hampshire
8. Request for Wine Specialty Status – Misc Brokers
9. REVISED Roll Out Request – Multiple Brokers – September 2024
10. REVISED Roll Out Request – RNDC New Hampshire – September 2024
11. Roll Out Requests – Multiple Brokers – October 2024
12. Test Market Requests – Multiple Brokers – October 2024
13. December 2024 Monthly Promotional Sale

B) Tasting Events

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

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C) Spirits

1. Limited Time Offer Requests – August 2024:
 - a) RNDC New Hampshire – Bak’s Bison Grass Vodka
 - b) RNDC New Hampshire – Jack Daniel’s Coco-Cola Cherry
 - c) RNDC New Hampshire – Koval Rye BIB, Koval Bourbon BIB, and Koval Rye Aburana Finish
 - d) Southern Glazer’s Wine and Spirits – Ardbeg 17YR
 - e) Southern Glazer’s Wine and Spirits – Hennessy Richard
2. Line Extension Request – August 2024 – Espolon Reposado – Campari America – Southern Glazer’s Wine and Spirits
3. One Time Buy Requests – July & August 2024:
 - a) Southern Glazer’s Wine and Spirits – Hornitos Cucumber Habanero Tequila and Hornitos Vanilla Honey Tequila
 - b) Stone Fence Beverage – Found North Batch 009
4. Spirits Test Market Results for Week Ending 08/18/2024
5. Test Market Request – August 2024 – Glenmorangie 12 YO Original – Moet Hennessy – Southern Glazer’s Wine and Spirits

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT