

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of September 12, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD September 5, 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 Purchase for our Power Buy Program – Martignetti Companies of NNE
2. REVISED NH Winery New Listing – Appolo Vineyards
3. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters – October 2024
4. Vendor Request Closeout Pricing with Additional Purchase – Vinilandia

B) Tasting Events

1. In-Store Tasting – RNDC New Hampshire – Wines of Castello Banfi – September 2024

C) Spirits

1. Limited Time Offer Requests – August & September 2024:

- a) RNDC New Hampshire – Clonakilty Irish Whiskey 7-Year-Old, Clonakilty Irish Whiskey 18-Year-Old, Clonakilty Irish Whiskey Rum Cask #3155, Clonakilty Irish Whiskey Rum Cask #3156, Clonakilty Irish Whiskey Riversaltes Cask, Clonakilty Irish Whiskey Sherry Cask, Clonakilty Irish Whiskey Sips Grain G5571, and Clonakilty Irish Whiskey Sips Grain G5574
- b) RNDC New Hampshire – Fercullen Single Malt 23 Year Sauternes and Fercullen Single Malt 23 Year Ruby Port
- c) RNDC New Hampshire – JJ Corry The Solera, JJ Corry The Arena, and JJ Corry The Bonders Select
- d) RNDC New Hampshire – Old Forester Whiskey Row Series 1924
- e) RNDC New Hampshire – The Macallan 30-Year-Old Double Cask

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- f) Southern Glazer's Wine and Spirits – Baileys Cinnamon Churros 750mL and Baileys Cinnamon Churros 50mL
  - g) Southern Glazer's Wine and Spirits – Bulleit 95 Rye 10YR
  - h) Southern Glazer's Wine and Spirits – Glenmorangie Cadboll – 4<sup>th</sup> Offering
  - i) Tamworth Distilling – Tamworth Graverobber Whiskey
  - 2. Line Extension Requests – August 2024:
    - a) RNDC New Hampshire – Five Farms 375mL
    - b) Southern Glazer's Wine and Spirits – Appleton Estate Signature Rum 1.75L
  - 3. One-Time Buy Requests – August 2024:
    - a) Martignetti Companies of NNE – Bomberger's Declaration Bourbon and Shenk's Homestead Sour Mash
    - b) Martignetti Companies of NNE – Waterford Knockroe Single Farm Malt Irish Whiskey and Waterford Cooladine Single Farm Malt Irish Whiskey
    - c) Ruby Wines New Hampshire – Chicken Cock Mizunara Japanese Oak Finish Kentucky Straight Bourbon Whiskey
    - d) Southern Glazer's Wine and Spirits – A. Overholt Rye Whiskey
    - e) Southern Glazer's Wine and Spirits – Jim Beam Winter Reserve Bourbon
    - f) Southern Glazer's Wine and Spirits – Knob Creek Bourbon x Rye Whiskey
    - g) Southern Glazer's Wine and Spirits – Little Book the Infinite
    - h) Southern Glazer's Wine and Spirits – Maker's Mark Cellar Aged
    - i) Southern Glazer's Wine and Spirits – On The Rocks Spiced Pear Whiskey Sour
  - 4. Spirits Test Market Results for Week Ending 09/08/2024
  - 5. Test Market Requests – August & September 2024:
    - a) RNDC New Hampshire – Whiskey Row Cask Strength Bourbon
    - b) Southern Glazer's Wine and Spirits – Arran Barrel Reserve SM Scotch Whiskey
    - c) Southern Glazer's Wine and Spirits – Crown Royal Black Cherry Whiskey Sour
    - d) Southern Glazer's Wine and Spirits – Fontbonne Herbal Liqueur
    - e) MS Walker – Blue Chair Bay Lime Rum
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT