

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of September 19, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD September 12, 2024

## III) ADMINISTRATION

### 1) DHL - Key Performance Indicators (KPI's) Report Update

## IV) MARKETING AND SALES

### 1) Marketing Update

#### A) Director Mark Roy

##### 1. Quarterly Price Changes – October, November and December 2024

*For Information Only:*

#### B) 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 October 2024 Special Allowance Offers – Wine – RNDC New Hampshire

##### 2. NH Off-Premise Special Discount - Price Busters November & December 2024

##### 3. November 2024 Monthly Promotional Sale

##### 4. Off-Premise Special Discount – Exclusive Grocery Price Busters November 2024

##### 5. One Time Purchase for our Power Buy Program – Misc Brokers

##### 6. Promotional Pricing – One Time Buy 27194 Buena Vista Victoire Champagne

##### 7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 09/19/2024

##### 8. Request for Wine Specialty Status – Misc Brokers

##### 9. REVISED Email Coupons – MS Walker October 2024

##### 10. Roll Out Results for July 2024 – August 2024 – EXPAND DISTRIBUTION

##### 11. Roll Out Results – July 2024 – August 2024 – REMOVE FROM RETAIL

##### 12. Special Allowance Offers – November 2024 – Wine:

###### a) Martignetti Companies of NNE

###### b) Pine State Beverage

###### c) RNDC New Hampshire

###### d) Ruby Wines New Hampshire

###### e) Southern Glazer's Wine and Spirits

###### f) MS Walker

##### 13. Test Market Results for May 2024 – August 2024 – EXPAND DISTRIBUTION

##### 14. Test Results – May 2024 – August 2024 – REMOVE FROM RETAIL

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of September 19, 2024

Meeting starts at 10:30 a.m.

## *For Information Only*

15. Status of 2024 Roll Out Items

16. Status of 2024 Test Items

### B) Tasting Events

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

### C) Spirits

1. Limited Time Offer Request for Drumshanbo Marsala Cask Single Pot Irish Whiskey – Palm Bay – RNDC New Hampshire – September 2024
2. Line Extension Request for Yellowstone Select – Luxco Inc – RNDC New Hampshire – September 2024
3. Multi Bottle Purchase Program – October 2024 – Spirits
4. One Time Buy Request for Barrel Buys – Heaven Hill Brands – Southern Glazer’s Wine and Spirits – September 2024
5. Outlet Price Busters – October 2024 – Spirits
6. Special Allowance Offers – November 2024 – Spirits
  - 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
7. Spirits Test Market Results for Week Ending 09/15/2024
8. Sweepstakes Request “Speyburn – Win a Scottish Fishing Getaway for 2” Sweeps – November & December 2024 – Southern Glazer’s Wine and Spirits

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT