

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 3, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD September 26, 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. September 2024 Cost Change Approval List
2. NH Winery New Listing – LaBelle Winery
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 10/03/2024
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – RNDC – 10/03/2024
5. Request for Wine Specialty Status – Misc Brokers
6. Special Allowance Offers – December 2024 – Wine – Martignetti Companies of NNE
7. Sweepstakes Requests:
  - a) Text-To-Win A Digital Gift Card – MS Walker
  - b) Text-To-Win A Trip to Francis Ford Coppola “All Movie Hotel” – MS Walker
  - c) Text-To-Win Two Tickets to the 2025 All-Star Game – MS Walker

#### B) Tasting Events

1. High West Warren Miller Sponsorship Coupon – November and December 2024
2. In-Store Bottle Signing and Tasting with Ruby Wines New Hampshire and NHL's Jeremy Roenick – Future Hockey Hall of Famer – November 2024
3. In-Store Tasting – Ruby Wines New Hampshire – Chicken Cock Whiskey – November 2024
4. NHL and Bord Bia Present – Spirit of Ireland – Irish Cask & Cocktails Consumer Event – October 2024

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5. NHLC and Bord Bia Present – Spirit of Ireland – Irish Cask & Cocktails for On-Premise – October 2024
6. NHLC and Distiller’s Week Presents Sophistication Simplified: Premium Ready-To-Drink Cocktails & Off-Site Store
7. NHLC Employee Training and Spirit Tasting
8. October 2024 NH Liquor & Wine Outlet In-Store Events
9. November 2024 NH Liquor & Wine Outlet In-Store Events
10. December 2024 NH Liquor & Wine Outlet In-Store Events

## C) Spirits

1. Additional Special Allowance Offers – November 2024 – Spirits – RNDC New Hampshire
2. Close Out Special Allowance Offers – December 2024 – Spirits – Ruby Wines New Hampshire
3. Limited Time Offer Request for Johnnie Walker Blue Year of the Snake – Diageo – Southern Glazer’s Wine and Spirits – September 2024
4. Line Extension Request for Ketel One Espresso Martini – Diageo – Southern Glazer’s Wine and Spirits – September 2024
5. One Time Buy Request for Blood Oath Trilogy 3<sup>rd</sup> Edition – Luxco Inc. – RNDC New Hampshire – September 2024
6. Special Allowance Offers – December 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 09/29/2024
8. REVISED Test Market Request for Barrel Craft Foundation Bourbon – Martignetti Companies of NNE – September 2024
9. Test Market Requests – September 2024:
  - a) RNDC New Hampshire – O’Shea’s Irish Whiskey
  - b) Stone Fence Beverage – Cask & Crew Ginger Spice Whiskey
  - c) Stone Fence Beverage – Wild Atlantic Irish Whiskey IPA Barrel

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT