

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 10, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD October 3, 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. Coupon Offer Wine – Store 15 Grand Opening – October 23rd through October 27th, 2024
2. Floor Stock Adjustment for our Power Buy Program – Martignetti Companies of NNE
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10/10/2024
5. Request for Wine Specialty Status – Misc Brokers
6. REVISED and ADDITIONAL NH Off-Premise Special Discount – Price Busters November & December 2024 – Pine State Beverage
7. Roll Out Results for August 2024 – September 2024 – EXPAND DISTRIBUTION
8. Roll Out Results - August 2024 – September 2024 – REMOVE FROM RETAIL
9. Additional Special Allowance Offers – November 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
 - c) Southern Glazer's Wine and Spirits
10. Special Allowance Offers – December 2024 – Wine:
 - a) RNDC New Hampshire
 - b) MS Walker
11. Additional Special Allowance Offers – December 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) Southern Glazer's Wine and Spirits

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12. Test Market Results for June 2024 – September 2024 – EXPAND DISTRIBUTION
13. Test Results – June 2024 – September 2024 – REMOVE FROM RETAIL
14. Wine Multi Bottle Promotion – November and December 2024 – Miscellaneous Representatives
15. Wine Outlet Price Busters – November & December 2024
16. January 2025 Monthly Promotional Sale

For Information Only

17. Status of 2024 Roll Out Items
18. Status of 2024 Test Items

B) Tasting Events
No items this week.

C) Spirits

1. Spirits Test Market Results for Week Ending 10/06/2024
2. Coupon Offer – October 2024 – Spirits
3. Additional Special Allowance Offers – October 2024 – Spirits – RNDC New Hampshire
4. Additional Special Allowance Offers – December 2024 – Spirits – MS Walker
5. Multi Bottle Purchase Program – November and December 2024 – Spirits
6. Outlet Price Busters Purchase Program – November and December 2024 - Spirits

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT