

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 17, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 10, 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. REVISED November & December 2024 Monthly Promotional Sale
2. February 2025 Monthly Promotional Sale
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. REVISED Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10-10-2024
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10-17-2024
6. Request for Wine Specialty Status – Pine State Beverage
7. Additional Special Allowance Offers – November 2024 – Wine:
 - a) Pine State Beverage
 - b) Southern Glazer's Wine and Spirits
8. Additional Special Allowance Offers – December 2024 – Wine:
 - a) Pine State Beverage
 - b) RNDC New Hampshire
 - c) Southern Glazer's Wine and Spirits
9. Second Additional Special Allowance Offers – November 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Southern Glazer's Wine and Spirits
 - e) MS Walker
10. Second Additional Special Allowance Offers – December 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage

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- c) RNDC New Hampshire
- d) Southern Glazer's Wine and Spirits
- e) MS Walker

11. Wine Outlet Price Busters – November & December 2024 – MS Walker

B) Tasting Events

No items this week.

C) Spirits

1. Additional November and December 2024 Multi-Bottle Offers - Spirits
2. Additional Special Allowance Offers – November 2024 – Spirits – Southern Glazer's Wine and Spirits
3. Second Additional Special Allowance Offers – November 2024 – Spirits – RNDC New Hampshire
4. Additional Special Allowance Offers – December 2024 – Spirits:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
 - c) Southern Glazer's Wine and Spirits
 - d) MS Walker
5. November and December 2024 Spirits E-Coupons
6. Spirits Test Market Results for Week Ending 10/13/2024

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT