

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 24, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD October 17, 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

A) Recommended 2024 Holiday Hours

3) Merchandising

A) Wine

1. E-mail Coupons – December 2024
2. March 2025 Monthly Promotional Sale
3. Off-Premise Special Discount – Exclusive Grocery Price Busters December 2024
4. One Time Purchase for our Power Buy Program – Misc Brokers
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 10/24/2024
6. Request for Wine Specialty Status – Pine State Beverage
7. REVISED Wine Outlet Price Busters – November & December 2024 – Martignetti Companies of NNE

B) Tasting Events

1. Distiller's Showcase Restaurant Incentive Coupon November 2024
2. Pine State Beverage – Portsmouth Music Hall Event Coupon – November 2024
3. REVISED NHLC and Distiller's Week Presents Sophistication Simplified: Premium Ready-To-Drink Cocktails & Off-Site Store – November 2024
4. Live Free & Host Responsibly – NH Mocktail Month January 2025
5. New England Winter Wine Spectacular Restaurant Incentive Coupon January 2025
6. November 2024 NH Liquor & Wine Outlet In-Store Events
7. December 2024 NH Liquor & Wine Outlet In-Store Events
8. January 2025 NH Liquor & Wine Outlet In-Store Events

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C) Spirits

1. TABLED Additional November and December 2024 Multi-Bottle Offers - Spirits
2. Extended Limited Time Offer Request for Woodford Reserve Baccarat Edition – Brown Forman Corp. – RNDC New Hampshire – October 2024
3. Limited Time Offer Requests – October 2024:
 - a) Southern Glazer’s Wine and Spirits – Henry McKenna Single Barrel 10 yr BIB Bourbon
 - b) Southern Glazer’s Wine and Spirits – Russell’s Reserve Single Rickhouse
4. One Time Buy Requests – October 2024:
 - a) Martignetti Companies of NNE – Bols Peppermint Schnapps
 - b) Pine State Beverage – The Whistler Rivesaltes Ambre Cask Irish Whiskey, The Whistler Champagne Cask Irish Whiskey, The Whistler Chocolate Bitters Irish Whiskey, and The Whistler Spanish Orange Wine Cask Irish Whiskey
 - c) RNDC New Hampshire – Boondocks 18 Yr Old Bourbon
 - d) RNDC New Hampshire – Penelope Valencia Cask Finish Bourbon
 - e) RNDC New Hampshire – Remus Repeal Reserve Bourbon VIII, Remus Repeal Reserve Trilogy, and Remus Gatsby Reserve 2024 Edition
 - f) Ruby Wines New Hampshire – Ducks Unlimited Mallard Duck Bottle Bourbon and Ducks Unlimited Kentucky Straight Bourbon Aged 10 Years
 - g) Southern Glazer’s Wine and Spirits – Eagle Rare 17YR, Thomas H. Handy Rye, Sazerac Rye 18YR, William L. Weller, and George T. Stag
 - h) Southern Glazer’s Wine and Spirits – Old Rip Van Winkle 10YR, Van Winkle Special Reserve 12YR, Pappy Van Winkle 15YR, Pappy Van Winkle 20YR, and Pappy Van Winkle 23YR
 - i) Southern Glazer’s Wine and Spirits – WhistlePig Piglets Gift Pack
5. Spirits Test Market Results for Week Ending 10/20/2024
6. Test Market Requests – October 2024:
 - a) RNDC New Hampshire – Highland Park 15YO
 - b) Ruby Wines New Hampshire – Cape Horn Tequila Reposado
 - c) Ruby Wines New Hampshire – Sean’s Original Irish Cream
 - d) Ruby Wines New Hampshire – Willet Distillery Johnny Drum Private Stock Kentucky Straight Bourbon Whiskey
 - e) Southern Glazer’s Wine and Spirits – Astral Margarita
 - f) Southern Glazer’s Wine and Spirits – Basil Hayden Malted Rye Whiskey
 - g) Southern Glazer’s Wine and Spirits – Buffalo Trace Bourbon Cream
 - h) Southern Glazer’s Wine and Spirits – Corvus Tropical Vodka
 - i) Southern Glazer’s Wine and Spirits – Lost Irish Whiskey
 - j) Southern Glazer’s Wine and Spirits – Luxardo Del Santo Herbal Liqueur
 - k) Southern Glazer’s Wine and Spirits – Patron XO Café
 - l) Southern Glazer’s Wine and Spirits – Widow Jane Decadence
 - m) Southern Glazer’s Wine and Spirits – Yellow Spot Irish Whiskey
 - n) MS Walker – St. Elder Espresso Coffee Liqueur

V) ENFORCEMENT AND LICENSING REPORT

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VI) LATE ITEMS

VII) PUBLIC COMMENT