

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of October 31, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 24, 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. October 2024 Primary Source Recommendations
2. October 2024 Cost Change Approval List
3. Additional Size Requests:
 - a) MS Walker – La Crema Monterey Chardonnay
 - b) MS Walker – La Crema Monterey Pinot Noir
4. Additional Special Allowance Offers – November 2024 – Wine:
 - a) RNDC New Hampshire
 - b) Southern Glazer's Wine and Spirits
5. Additional Special Allowance Offers – December 2024 – Wine:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
6. One-Time Buy Request for St. Christopher Gluhwein Red – Martignetti Companies of NNE
7. On-Premise Special Discount – December 2024
8. Recommended Allocated Wines for Distribution to Selected Stores 10/31/2024
9. Request for Wine Specialty Status – Misc Brokers
10. REVISED Test Results – June 2024-September 2024 – REMOVE FROM RETAIL
11. SECOND REVISED November & December 2024 Monthly Promotional Sale
12. Text-To-Win a Signed Collectible – November through January 2024 – MS Walker
13. Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire

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B) Tasting Events

1. November 2024 NH Liquor & Wine Outlet In-Store Events
2. December 2024 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. October 2024 Spirit Warehouse Only List
2. October 2024 Appeal Request for ALB Vodka – Pine State Beverage
3. Coupon Offer – 12 Days of Holiday Cheer Gift Box – November 1, 2024 – December 31, 2024
4. Extended Limited Time Offer Requests – October 2024:
 - a) RNDC New Hampshire – Bak’s Cranberry Liqueur
 - b) RNDC New Hampshire – Twisted Shotz Party 30 Pack
5. Limited Time Offer Requests – October 2024:
 - a) RNDC New Hampshire – Mascota Blanco Tequila
 - b) RNDC New Hampshire – Sugarlands Field & Stream Honey Pecan Moonshine
 - c) RNDC New Hampshire – Wyoming Whiskey Barrel Strength Bourbon
 - d) Ruby Wines New Hampshire – Willett Wheated 8Yr Straight Bourbon
 - e) Southern Glazer’s Wine and Spirits – Ardbeg Y2K
 - f) Southern Glazer’s Wine and Spirits – Elijah Craig 18 Yr Single Barrel Bourbon
 - g) Southern Glazer’s Wine and Spirits – Espolon Flor de Oro Reposado Tequila
 - h) Southern Glazer’s Wine and Spirits – FEW Smashing Pumpkins Straight Bourbon Whiskey
 - i) Southern Glazer’s Wine and Spirits – Glenmorangie 23YO Azuma Makoto Limited Edition
 - j) Southern Glazer’s Wine and Spirits – Johnnie Walker Blue Ice Chalet
 - k) Southern Glazer’s Wine and Spirits – Orphan Barrel Woven Honor
 - l) Southern Glazer’s Wine and Spirits – Parker’s Heritage Collection 18th Edition 14yr Malt
 - m) Southern Glazer’s Wine and Spirits – Stranahan’s Blue Peak Kentucky Bourbon Cask Finish American Whiskey
 - n) Southern Glazer’s Wine and Spirits – Tequila Ocho Plata Puntas Overproof
 - o) Southern Glazer’s Wine and Spirits – Tin Cup 14-Year Whiskey
 - p) Southern Glazer’s Wine and Spirits – Wild Turkey Jimmy Russell 70th Anniversary
 - q) Southern Glazer’s Wine and Spirits – Woodinville 8 Yr
 - r) Tamworth Distilling – Spruce & Goose Whiskey
 - s) Tamworth Distilling – Tamworth Garden Damson Plum Gin
6. One-Time Buy Requests – October 2024:
 - a) Martignetti Companies of NNE – Glenfiddich 19-Year-Old Bourbon Barrel Single Malt Scotch
 - b) Southern Glazer’s Wine and Spirits – Stranahan’s Single Barrel American Whiskey #18-1378

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- c) Southern Glazer's Wine and Spirits – WhistlePig Beyond Bonded Bourbon
 - d) Southern Glazer's Wine and Spirits – WhistlePig Beyond Bonded Rye
 - 7. Second Additional December 2024 Special Allowance Offers – Spirits – Southern Glazer's Wine and Spirits
 - 8. Special Allowance Offers – January 2025 – Spirits:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
 - c) Ruby Wines New Hampshire
 - d) Southern Glazer's Wine and Spirits
 - e) MS Walker
 - 9. Special Allowance Offers Close Out – January 2025 – Spirits:
 - a) Bay State Wine & Spirits
 - b) Pine State Trading
 - 10. Spirits Test Market Results for Week Ending 10/27/2024
 - 11. Test Market Requests – October 2024:
 - a) Ruby Wine New Hampshire – Suau Orange Liqueur
 - b) Southern Glazer's Wine and Spirits – Barrelsmith Manhattan
 - c) Southern Glazer's Wine and Spirits – Kijafa Cherry Liqueur
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT