

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of November 7, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD October 31, 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. Additional Size Request – RNDC New Hampshire
2. Appeal Requests:
  - a) Ruby Wines New Hampshire – Domaine Bousquet Pinot Noir Reserve
  - b) Ruby Wines New Hampshire – Sadler's Well Chardonnay
  - c) Southern Glazer's Wine and Spirits – Ferrari-Carano Pinot Grigio
3. Special Allowance Offers – January 2025 – Wine:
  - a) Martignetti Companies of NNE
  - b) Pine State Beverage
  - c) RNDC New Hampshire
  - d) Southern Glazer's Wine and Spirits
  - e) MS Walker
4. One Time Purchase for our Power Buy Program – Misc Brokers
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 11/07/2024
6. Recommended & Not Recommended Kobrand Allocated Wines for Distribution to Selected Stores 11/07/2024
7. Request for Wine Specialty Status – RNDC New Hampshire
8. Roll Out Results for September 2024 – October 2024 – EXPAND DISTRIBUTION
9. Roll Out Results – September 2024 – October 2024 – REMOVE FROM RETAIL
10. Test Market Results for July 2024 – October 2024 – EXPAND DISTRIBUTION
11. Test Results – July 2024 – October 2024 – REMOVE FROM RETAIL
12. Wine Multi Bottle Promotion – January 2025 – Pine State Beverage

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13. Status of 2024 Roll Out Items

14. Status of 2024 Test Items

## B) Tasting Events

No items this week.

## C) Spirits

### 1. Limited Time Offer Requests – October & November 2024:

- a) RNDC New Hampshire – The Macallan 25 Year Single Malt Scotch, The Macallan Time Space Mastery, The Macallan Harmony IV, The Macallan 18YO DC, The Macallan Classic Cut, and The Macallan a Night on Earth
- b) Southern Glazer’s Wine and Spirits – Bulleit Bourbon Single Barrel 4-E3-925, Bulleit Bourbon Single Barrel 4-B3-660, Bulleit Bourbon Single Barrel 5-B4-078, and Bulleit Bourbon Single Barrel 5-B4-095
- c) Southern Glazer’s Wine and Spirits – George Dickel Single Barrel 9yr #26302, George Dickel Single Barrel 9yr #23409, and George Dickel Single Barrel 9yr #23107
- d) Southern Glazer’s Wine and Spirits - George Dickel Single Barrel 15yr #15512, George Dickel Single Barrel 15yr #17407, George Dickel Single Barrel 15yr #23507, and George Dickel Single Barrel 15yr #14505

### 2. One Time Buy Requests – November 2024:

- a) RNDC New Hampshire – Metcalfe’s Cranberry Liqueur
- b) Southern Glazer’s Wine and Spirits – Knob Creek Single Barrel Select Bourbon #20149C, Knob Creek Single Barrel Select Bourbon #20150B, Knob Creek Single Barrel Select Bourbon #20151A, Knob Creek Single Barrel Select Bourbon #20151C, Knob Creek Single Barrel Select Bourbon #20150A, Knob Creek Single Barrel Select Bourbon #20150C, Knob Creek Single Barrel Select Bourbon #20151B, and Knob Creek Single Barrel Select Bourbon #20152C
- c) Southern Glazer’s Wine and Spirits – Maker’s Mark Private Selection “Velvet Cocoa” Barrel #10491, Maker’s Mark Private Selection “Dark Night” Barrel #10492, and Maker’s Mark Private Selection “Mom’s Banana Bread” Barrel #10664

3. Second Additional November 2024 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits

4. Third Additional December 2024 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits

5. REVISED Spirits Test Market Results for Week Ending 10/27/2024

6. Spirits Test Market Results for Week Ending 11/03/2024

7. REVISED October 2024 Test Market Request for Barrelsmith Manhattan – Park Street Imports – Southern Glazer’s Wine and Spirits

### 8. Test Market Requests – October & November 2024:

- a) Martignetti Companies of NNE – Tres Agave Reposado Tequila
- b) Pine State Beverage – Ron del Barrilito 3 Star Rum
- c) Pine State Beverage – Russo Crema di Pistachio

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V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT