

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of November 14, 2024

Meeting starts at 10:30 a.m.

Please note – There will not be a Commission Meeting the week of Thanksgiving.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETINGS
HELD October 31, 2024 and November 7, 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 – NH Off-Premise Special Discount – Price Busters December 2024 – Martignetti Companies of NNE
2. ADDITONAL – RNDC New Hampshire Email Coupons – December 2024
3. Floor Stock Adjustment for our Power Buy Program with Additional Purchase – Martignetti Companies of NNE
4. January, February, and March 2025 – NH Winery Display Rack Program
5. NH Off-Premise Special Discount – Price Busters January & February 2025
6. Off-Premise Special Discount – Exclusive Grocery Price Busters January 2025
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 11/14/2024
8. Roll Out Requests – Multiple Brokers – January 2025
9. Test Market Requests – Multiple Brokers – January 2025
10. Wine Outlet Price Busters – January 2025

B) Tasting Events

1. November 2024 NH Liquor & Wine Outlet In-Store Events
2. December 2024 NH Liquor & Wine Outlet In-Store Events
3. January 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. Limited Time Offer Request for High West Bottled in Bond Straight Rye Whiskey – November 2024 – Constellation Brands – RNDC New Hampshire

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2. REVISED November 2024 One Time Buy Request for Knob Creek Private Select Barrel Buys – Suntory Global Spirits – Southern Glazer’s Wine and Spirits
 3. One Time Buy Requests – November 2024:
 - a) Pine State Beverage – 2XO Sneakerhead Blend Bourbon Whiskey
 - b) Southern Glazer’s Wine & Spirits – FEW Smokeworks Malt Whiskey
 4. Second January 2025 Special Allowance Offers – Spirits:
 - a) RNDC New Hampshire
 - b) Southern Glazer’s Wine and Spirits
 5. Special Allowance Offers - February 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
 6. Spirits Test Market Results for Week Ending 11/10/2024
 7. Test Market Requests – November 2024:
 - a) Pine State Beverage – 2XO French Oak Bourbon Whiskey
 - b) Pine State Beverage – Tippy Cow Vanilla Soft Serve Rum, Tippy Cow Chocolate Shake Rum Cream, and Tippy Cow Shamrock Mint Rum Cream
 - c) RNDC New Hampshire – Fever-Tree Espresso Martini Mix
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT