

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of November 21, 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 MEETING
HELD November 14, 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) Recommendation Holiday 2024 Security Details

3) Merchandising

A) Wine

1. June through September 2024 Appeal Request for Pizzolato Sparkling MUSE Prosecco – Bay State Wine & Spirits
2. One Time Purchase for our Power Buy Program – Misc Brokers
3. Promotional Pricing – One Time Buy 27194 Buena Vista Victoire Champagne
4. REVISED Roll Out Requests – Multiple Brokers – January 2025

B) Tasting Events

1. In-Store Tasting – Martignetti with Manchester Distillery – December 2024
2. December 2024 NH Liquor & Wine Outlet In-Store Events
3. January 2025 NH Liquor & Wine Outlet In-Store Events
4. February 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. E-Coupon Offers – Spirits – January 2025
2. Limited Offer Requests – November 2024:
 - a) RNDC New Hampshire – High West a Midwinter Nights Dram
 - b) Southern Glazer's Wine and Spirits – Nikka 9 Decades Japanese Whisky
3. Multi-Bottle Offers – Spirits – January 2025
4. One Time Buy for Horse Soldier Barrel Select Buy – E&J Gallo – Pine State Beverage – October 2024

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5. Outlet Price Busters Offers – Spirits – January 2025
 6. Third January 2025 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
 7. Special Allowance Offers – February 2025 - Spirits – Stone Fence Beverage
 8. Spirits Test Market Results for Week Ending 11/17/2024
 9. Test Market Requests – November 2024:
 - a) Pine State Beverage – Glendalough Pot Still Irish Whiskey
 - b) Southern Glazer’s Wine and Spirits – Angel’s Envy Triple Oak Cask Bourbon
 - c) Southern Glazer’s Wine and Spirits – Santa Teresa Coffee Cask Rum
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT