

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of December 5, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD November 21, 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) Store Operations Update

3) Merchandising

A) Wine

1. December 2024 Cost Change Approval List

2. December 2024 Primary Source Recommendations

3. REVISED Allocation Joseph Phelps Insignia – Southern Glazer's Wine and Spirits

4. REVISED Email Coupons – December 2024

5. Email Coupons – January 2025

6. ADDITIONAL NH Off-Premise Special Discount – Price Busters – January & February 2025

7. Off-Premise Special Discount – Exclusive Grocery Price Busters – February 2025

8. On-Premise Special Discount – January 2025

9. One Time Purchase for our Power Buy Program – Martignetti Companies of NNE – Serge Dore Selections

10. One Time Purchase for our Power Buy Program – Misc Brokers

11. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 12/05/2024

12. Recommended Allocations – January 2025 Wine Week Personalities

13. Request for Wine Specialty Status – Misc Brokers

14. Special Allowance Offers – February 2025 – Wine:

a) Martignetti Companies of NNE

b) Pine State Beverage

c) RNDC New Hampshire

d) Ruby Wines New Hampshire

e) Southern Glazer's Wine and Spirits

f) MS Walker

15. UPDATED February 2025 Monthly Promotional Sale

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16. Wine Multi Bottle Promotion – February 2025

17. Wine Outlet Price Busters – February 2025

## B) Tasting Events

1. In-Store Tasting – Pine State Beverage – J Vineyards with Nicole Hitchcock – January 2025
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. December 2024 Spirit Warehouse Only List
2. Appeal Request for Curamia Blanco – RNDC New Hampshire
3. Line Extension Request for Campari Bitters – December 2024 – Campari America – Southern Glazer’s Wine and Spirits
4. One Time Buy Requests – November 2024:
  - a) Bay State Wine & Spirits – VTQuila
  - b) Pine State Beverage – The Horse Soldier Commander Select VI
  - c) RNDC New Hampshire – Zucca Rabarbaro
  - d) Southern Glazer’s Wine and Spirits – Angel’s Envy Cask Strength
  - e) Southern Glazer’s Wine and Spirits – Heaven Hill Grain to Glass Wheated Bourbon, Heaven Hill Grain to Glass KY Straight Bourbon, Heaven Hill Grain to Glass Rye Whiskey
5. REVISED January 2025 Outlet Price Busters Offers - Spirits
6. Spirits Test Market Results for Week Ending 11/24/2024
7. Spirits Test Market Results for Week Ending 12/01/2024
8. Test Market Requests – November and December 2024:
  - a) Southern Glazer’s Wine and Spirits – Elijah Craig Toasted Barrel
  - b) Southern Glazer’s Wine and Spirits – Ramazzotti Aperitivo Rosato
  - c) Southern Glazer’s Wine and Spirits – Rittenhouse Rye Bonded Whiskey

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT