

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of December 12, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD December 5, 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. High End Allocation – Martignetti Companies of NNE
2. One Time Purchase for our Power Buy Program – Misc Brokers
3. Recommended Allocated Wines for Distribution to Selected Stores – 12/12/2024
4. Recommended Allocated Wines for Distribution to Selected Stores - Cakebread – 12/12/2024
5. REVISED Allocation Tobelos Rioja – Vinilandia
6. REVISED One Time Purchase for our Power Buy Program – RNDC New Hampshire
7. REVISED On-Premise Special Discount – January 2025
8. REVISED Special Allowance Offers – Wine - January 2025:
  - a) Pine State Beverage
  - b) MS Walker
9. REVISED Wine Outlet Price Busters – January 2025
10. Roll Out Requests – Multiple Brokers – February 2025

B) Tasting Events

1. In-Store Tasting – LaBelle Winery – Cooking with Wine – January 2025
2. In-Store Tasting – Ruby Wines New Hampshire – Pinot “Battle” – January 2025
3. December 2024 NH Liquor & Wine Outlet In-Store Events
4. January 2025 NH Liquor & Wine Outlet In-Store Events
5. February 2025 NH Liquor & Wine Outlet In-Store Events

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## C) Spirits

1. Limited Time Offer Requests – December 2024:
  - a) Martignetti Companies of NNE – Sweetie Chocolate Liqueur
  - b) RNDC New Hampshire – High West Campfire
  - c) RNDC New Hampshire – Jack Daniel’s Single Barrel Proof Coy Hill
  - d) Southern Glazer’s Wine and Spirits – Glenmorangie Tale of Ice Cream
  - e) Southern Glazer’s Wine and Spirits – Hennessy Paradis Cognac
  - f) Southern Glazer’s Wine and Spirits – Hennessy XO
2. Line Extension Requests – December 2024:
  - a) Southern Glazer’s Wine and Spirits – Deep Eddy Cranberry Vodka 1.75L
  - b) Southern Glazer’s Wine and Spirits – Lunazul Blanco 50mL and Lunazul Reposado 50mL
  - c) Southern Glazer’s Wine and Spirits – Wild Turkey 101 1L
3. One Time Buy Requests – December 2024:
  - a) Martignetti Companies of NNE – Michter’s 10-Year-Old Bourbon
  - b) Pine State Beverage – Blue Run KS Bourbon Whiskey Ember
  - c) Southern Glazer’s Wine and Spirits – Bernheim Original Straight Wheat Whiskey 7yr
  - d) Stone Fence Beverage – Found North Cask Strength Whisky Batch 010
4. REVISED – December 2024 – Test Market Request for VTQuila Blanco Tequila – Killington Distillery – Bay State Wine & Spirits
5. Spirits Test Market Results for Week Ending 12/08/2024
6. Test Market Requests – December 2024:
  - a) RNDC New Hampshire – AHA Excelsior Herbal Liqueur
  - b) Southern Glazer’s Wine and Spirits – Mash & Mallow S’mores Flavored Whiskey
  - c) Southern Glazer’s Wine and Spirits – Method and Madness Single Pot Still Irish Whiskey
  - d) Southern Glazer’s Wine and Spirits – Montana Whiskey Co. Blackfoot River Bourbon
  - e) Southern Glazer’s Wine and Spirits – On The Rocks Lemon Drop Martini
  - f) Stone Fence Beverage – Lucky Seven The Holiday Toast Bourbon Whiskey
  - g) Stone Fence Beverage – Quiver Spice Honey Spirit
7. Additional Special Allowance Offers – Spirits – February 2025:
  - a) RNDC New Hampshire
  - b) Southern Glazer’s Wine and Spirits
8. Second Additional Special Allowance Offers – Spirits – February 2025 - Southern Glazer’s Wine and Spirits
9. Close Out Special Allowance Offers – Spirits – March 2025 – Ruby Wines New Hampshire
10. Special Allowance Offers – Spirits – March 2025:
  - a) Martignetti Companies of NNE
  - b) RNDC New Hampshire
  - c) Ruby Wines New Hampshire
  - d) Southern Glazer’s Wine and Spirits

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e) MS Walker

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT