

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of December 19, 2024

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD December 12, 2024

## III) ADMINISTRATION

- 1) DHL - Key Performance Indicators (KPI's) Report Update

## IV) MARKETING AND SALES

### 1) Marketing Update

- A) January 2025 Quarterly Price Changes

*For Information Only:*

- B) 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 Special Allowance Offers – Wine – February 2025 – Pine State Beverage
2. On-Premise Special Discount – February 2025
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Promotional Pricing – One Time Buy 27194 Buena Vista Victoire Champagne
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 12/19/2024
6. Request for Wine Specialty Status – Misc Brokers
7. REVISED Allocation – Martignetti Companies of NNE
8. REVISED Special Allowance Offers – Wine – February 2025:
  - a) Martignetti Companies of NNE
  - b) Pine State Beverage
  - c) RNDC New Hampshire
9. REVISED Wine Multi Bottle Promotion – February 2025
10. Roll Out Results for October 2024 – November 2024 – EXPAND DISTRIBUTION
11. Roll Out Results – October 2024 – November 2024 – REMOVE FROM RETAIL
12. Test Market Results for August 2024 – November 2024 – EXPAND DISTRIBUTION
13. Test Results – August 2024 – November 2024 – REMOVE FROM RETAIL

*For Information Only*

14. Status of 2024 & 2025 Roll Out Items

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## 15. Status of 2024 & 2025 Test Items

### B) Tasting Events

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

### C) Spirits

1. E-Coupon Offers – Spirits – February 2025
2. Limited Time Offer Request for Penelope Estate Collection Whiskeys – Luxco Inc. – RNDC New Hampshire – December 2024
3. Multi-Bottle Offers – Spirits – February 2025
4. One Time Buy Requests – December 2024:
  - a) Martignetti Companies of NNE – Michter’s Toasted Barrel Finish Bourbon
  - b) RNDC New Hampshire – Four Roses 2024 Limited Edition Small Batch
  - c) Southern Glazer’s Wine and Spirits – Hibiki Harmony Japanese Whisky
  - d) Southern Glazer’s Wine and Spirits – Yamazaki 12 Yr Old Single Malt Japanese Whiskey
5. Outlet Price Busters Offers – Spirits – February 2025
6. REVISED Close Out Special Allowance Offers – Spirits – March 2025 – Bay State Wine & Spirits
7. Second Additional Special Allowance Offers – Spirits – February 2025 – RNDC New Hampshire
8. Special Allowance Offers – Spirits – February 2025 – Pine State Beverage
9. Special Allowance Offers – Spirits – March 2025 – Pine State Beverage
10. Spirits Test Market Results for Week Ending 12/08/2024
11. Test Market Requests – December 2024:
  - a) Southern Glazer’s Wine and Spirits – Jim Beam Pineapple
  - b) Southern Glazer’s Wine and Spirits – Ocean Organic Espresso Martini
  - c) Southern Glazer’s Wine and Spirits – Sauza Blue Blanco Tequila
  - d) Southern Glazer’s Wine and Spirits – Veil Blueberry Vodka
  - e) Stone Fence Beverage – Molon Labe Maple Bourbon Whiskey and Molon Labe Wheated Bourbon Whiskey

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT