

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 2, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD December 26, 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. December 2024 Cost Change Approval List
2. December 2024 Primary Source Recommendations
3. April 2025 Monthly Promotional Flash Sale
4. Email Coupons – March 2025
5. Enter-To-Win VIP Tickets to Pickleball World Championship Sweepstakes – January – June 2025 – The Wine Group – Southern Glazer's Wine and Spirits
6. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 1-2-2025
7. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters February 2025
8. REVISED – Special Allowance Offers – February 2025 – Wine – MS Walker Inc.
9. REVISED Test Market Requests – Ruby Wines New Hampshire – January 2025

B) Tasting Events

1. February 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. December 2024 Spirit Warehouse Only List
2. Limited Time Offer Requests – January – March 2025:
 - a) RNDC New Hampshire – High West the Noble Share Whiskey Finished in Marques De Casa Noble Anejo Barrels
 - b) RNDC New Hampshire – Old Forester SB #206067 and Old Forester SB BP #206068

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- c) RNDC New Hampshire – Woodford Rsv MC Madeira Finish Bourbon, Woodford Rsv Batch Proof, and Woodford Rsv Double Double Oaked
 - d) Southern Glazer’s Wine and Spirits – Bulleit Bourbon Bottled in Bond
 - e) Southern Glazer’s Wine and Spirits – Captain Morgan Sweet Chili Lime
 - f) Southern Glazer’s Wine and Spirits – Hard Truth French Oak Harvest Rye
 - g) Southern Glazer’s Wine and Spirits – Hard Truth Sweet Mash Master Distillers Reserve
 - h) Southern Glazer’s Wine and Spirits – Hard Truth Sweet Mash Rye Double Oaked
 - i) Southern Glazer’s Wine and Spirits – Laphroaig 33yr Strong Characters and Laphroaig 30yr
 - j) Southern Glazer’s Wine and Spirits – Orphan Barrel Fanged Pursuit – 17yr
3. One Time Buy Requests – January 2025:
- a) RNDC New Hampshire – Jack Daniel’s SB #211530
 - b) RNDC New Hampshire – Woodford RSV PS #209554 and Woodford Rsv PS #209555
 - c) Southern Glazer’s Wine and Spirits – Clermont Steep Whiskey
 - d) Southern Glazer’s Wine and Spirits – WhistlePig The Boss Hog XI: The Juggernaut
4. Spirits Test Market Results for Week Ending 12/29/2024
5. Test Market Requests – January – February 2025:
- a) Martignetti Companies of NNE – Balvenie 12-Year-Old Single Barrel Scotch
 - b) Ruby Wines New Hampshire – Cayeya Tequila Reposado
 - c) Ruby Wines New Hampshire – Town Branch Overproof Kentucky Straight Whiskey
 - d) Southern Glazer’s Wine and Spirits – Captain Morgan Sweet Chili Lime
 - e) Southern Glazer’s Wine and Spirits – Crown Royal Reserve 12 year
 - f) Southern Glazer’s Wine and Spirits – Isaac Bowman Port Barrel Finish
 - g) Southern Glazer’s Wine and Spirits – Old Parr 12yr
 - h) Southern Glazer’s Wine and Spirits – Pantalones Blanco Tequila

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT