

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 9, 2025

**Meeting starts at 2:00 p.m.**

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING  
HELD January 2, 2025.

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. Multi Bottle Promotion – Wine – March 2025
2. NH Off-Premise Special Discount – Price Busters March & April 2025
3. Off-Premise Special Discount – Exclusive Grocery Price Busters March 2025
4. On-Premise Special Discount – March 2025
5. Outlet Price Busters – Wine – March 2025
6. Recommended Allocated Wines for Distribution to Selected Stores 01/09/2025
7. Roll Out Requests – Multiple Brokers – March 2025
8. Test Market Requests - Multiple Brokers – March 2025

B) Tasting Events

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

C) Spirits

1. E-Coupon Offers – Spirits – March 2025
2. Multi Bottle Offers – Spirits – March 2025
3. Outlet Price Busters Offers – Spirits – March 2025
4. Spirits Test Market Results for Week Ending 01/05/2025

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 9, 2025

**Meeting starts at 2:00 p.m.**

VII) PUBLIC COMMENT