

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 16, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD January 9, 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. E-mail Coupons – February 2025
2. Enter-To-Win a Northeast EPIC Ski Pass Sweepstakes – March – April 2025 – The Wine Group – Southern Glazer's Wine and Spirits
3. Enter-To-Win a Trip to Float over Napa Valley Sweepstakes – January – March 2025 – JaM Cellars – Southern Glazer's Wine and Spirits
4. REVISED On-Premise Special Discount – February 2025
5. REVISED Wine Outlet Price Busters – RNDC New Hampshire – February 2025

B) Tasting Events

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

C) Spirits

1. December 2024 Bi-Annual 50mL Spirits Item Review
2. December 2024 Bi-Annual Spirits Accessories Review
3. December 2024 Bi-Annual Spirits Item Review
4. New Spirits Top 200 for 12 Month Period Ending 12/31/2024
5. Limited Time Offer Request for Fireball Cinnamon Whisky PET – Sazerac Company – Southern Glazer's Wine and Spirits
6. One Time Buy Requests – January & February 2025:
 - a) RNDC New Hampshire – Four Roses Private Barrel OBSK, Four Roses Private Barrel OBSQ, and Four Roses Private Barrel OESO
 - b) RNDC New Hampshire – Jack Daniel's Single Barrel Rye Barrel Proof #211578 and Jack Daniel's Single Barrel Proof PC #211577

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 16, 2025

Meeting starts at 10:30 a.m.

7. Additional Special Allowance Offers – Spirits – March 2025 – Pine State Beverage
 8. Test Market Requests – January 2025:
 - a) Pine State Beverage – Don Fulano Blanco Fuerte Tequila
 - b) Southern Glazer’s Wine and Spirits – Hard Truth High Road Rye
 - c) Southern Glazer’s Wine and Spirits – Hard Truth Sweet Mash Bourbon
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT