

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 23, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD January 16, 2025

## III) ADMINISTRATION

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

## IV) MARKETING AND SALES

### 1) Marketing Update

#### A) Director Mark Roy

##### 1. 2026 Promotional Calendar

*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. New Top 1200 Gross Profit Requirements for Week Ending 12/31/2024

##### 2. ADDITIONAL One Time Purchase for our Power Buy Program – RNDC New Hampshire

##### 3. One Time Purchase for our Power Buy Program – Misc Brokers

##### 4. REVISED March 2025 Special Allowance Offers – Wine – Pine State Beverage

##### 5. Test Market Results for September 2024 – December 2024 – EXPAND DISTRIBUTION

##### 6. Test Results – September 2024 – December 2024 – REMOVE FROM RETAIL

*For Information Only*

##### 7. Status of 2025 Roll Out Items

##### 8. Status of 2024 & 2025 Test Items

#### 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. REVISED March 2025 Outlet Price Busters Offers – Spirits

##### 2. Limited Time Offer Requests – January & February 2025:

##### a) RNDC New Hampshire – 15 Stars Triple Cask and 15 Stars Sherry Cask Finished

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- b) RNDC New Hampshire – Holladay Soft Red Wheat Rickhouse Proof
  - c) RNDC New Hampshire – Lone Whisker 12yr Bourbon and Lone Whisker the DogFather
  - d) RNDC New Hampshire – Mascota Rose Tequila
  - e) MS Walker – Chartreuse Yellow Liqueur
  - 3. Line Extension Request for Crown Royal Blackberry 375mL – December 2024 – Southern Glazer’s Wine and Spirits
  - 4. One Time Buy Requests – January 2025:
    - a) Southern Glazer’s Wine and Spirits – Wheatley Vodka
    - b) Stone Fence Beverage – Found North Hover Hawk Whisky
  - 5. TABLED Additional Special Allowance Offers – Spirits – March 2025 – Pine State Beverage
  - 6. Additional March 2025 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
  - 7. Special Allowance Offers – April 2025 – Spirits:
    - a) Martignetti Companies of NNE
    - b) RNDC New Hampshire
    - c) Southern Glazer’s Wine and Spirits
    - d) Stone Fence Beverage
    - e) MS Walker
  - 8. Spirits Test Market Results for Week Ending 01/19/2025
  - 9. Test Market Requests – January & March 2025:
    - a) RNDC New Hampshire – Blood Monkey Gin
    - b) RNDC New Hampshire – Fee Brothers Aztec Chocolate Bitters and Fee Brothers Black Walnut Bitters
    - c) Southern Glazer’s Wine and Spirits – Larceny Barrel Proof
    - d) Southern Glazer’s Wine and Spirits – Still Gin by Dre and Snoop
    - e) MS Walker – Barr Hill Vodka
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT