

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of January 30, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD January 23, 2025

III) ADMINISTRATION

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

IV) MARKETING AND SALES

1) Marketing Update

A) Director Mark Roy

1. April 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. REVISED Special Allowance Offers – Wine – March 2025:

a) Martignetti Companies of NNE

b) Southern Glazer's Wine and Spirits

B) Tasting Events

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

C) Spirits

1. Limited Time Offer Requests – February 2025:

a) Southern Glazer's Wine and Spirits – Elijah Craig 18 Yr Single Barrel Bourbon

b) Southern Glazer's Wine and Spirits – Old Fitzgerald 11 Yr BIB Decanter

2. Line Extension Request for Adictivo Tequila Anejo – February 2025 – Ruby Wines New Hampshire

3. Spirits Test Market Results for Week Ending 01/26/2025

4. Test Market Requests – January, February and March 2025:

a) RNDC New Hampshire – Old Forester Statesman Bourbon

b) RNDC New Hampshire – Two Shores SM Irish Cask Finish Rum

c) Southern Glazer's Wine and Spirits – Basil Hayden's 10 Yr Bourbon

d) Southern Glazer's Wine and Spirits – Franzia Spiked Lemonade

e) Southern Glazer's Wine and Spirits – Whistlepig Snout to Tail 10 Year Bourbon

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V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT