

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 6, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD January 30, 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. January 2025 Cost Change Approval List
2. January 2025 Primary Source Recommendations
3. E-Mail Coupons – April 2025
4. New Top 1200 Wines Ending 12/31/2024
5. Off-Premise Special Discount – Exclusive Grocery Price Busters April 2025
6. On-Premise Special Discount – April 2025
7. REVISED NH Off-Premise Special Discount – Price Busters March & April 2025
8. Special Allowance Offers – Wine – April 2025:
  - a) Martignetti Companies of NNE
  - b) Pine State Beverage
  - c) RNDC New Hampshire
  - d) Ruby Wines New Hampshire
  - e) Southern Glazer's Wine and Spirits
  - f) Stone Fence Beverage
  - g) MS Walker
9. Vendor Request Closeout Pricing with No Additional Purchase and Floor Stock Adjustment – MS Walker

#### B) Tasting Events

1. February 2025 NH Liquor & Wine Outlet In-Store Events
2. March 2025 NH Liquor & Wine Outlet In-Store Events
3. NHLC and Bord Bia Present – Experience the Spirit of Ireland & Off-Site Store
4. NHLC Employee & On-Premise Training and Spirit Tasting
5. RNDC – Booker Wine Dinner – February 2025

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 6, 2025

Meeting starts at 10:30 a.m.

## C) Spirits

1. December 2024 Bi-Annual Spirits Item Review – Closeout Pricing January 2025 Spirit Warehouse Only List
2. January 2025 Spirit Warehouse Only List
3. Additional March 2025 Special Allowance Offers – Spirits – Martignetti Companies of NNE
4. Additional April 2025 Special Allowance Offers – Spirits – Southern Glazer’s Wine and Spirits
5. REVISED – February 2025 Limited Time Offer Request for Old Fitzgerald 11Yr BIB Decanter Heaven Hill Brands – Southern Glazer’s Wine and Spirits
6. REVISED – February 2025 Line Extension Request for Adictivo Tequila Anejo – Stoller – Ruby Wines New Hampshire
7. REVISED Spirits Test Market Results for Week Ending 1/26/2025
8. Spirits Test Market Results for Week Ending 2/2/2025

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT