

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 13, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETINGS HELD January 30, 2025 and February 6, 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. Enter-To-Win an E-Gift Card Towards the Purchase of Diamond Earrings Sweepstakes – January – May 2025 – Delicato Family Wines – MS Walker
2. May 2025 Monthly Promotional Sale
3. June 2025 Monthly Promotional Sale
4. NH Winery Display Rack Program – April, May, and June 2025
5. One Time Purchase for our Power Buy Program – Martignetti Companies of NNE
6. One Time Purchase for our Power Buy Program – Misc Brokers
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – 02/13/2025
8. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters March 2025
9. REVISED Roll Out Requests – RNDC New Hampshire – January 2025
10. REVISED Wine Multi Bottle Promotion – Martignetti Companies of NNE – March 2025
11. Roll Out Requests – Multiple Brokers – April 2025
12. Test Market Requests - Multiple Brokers - April 2025
13. Vendor Request Closeout Pricing with No Additional Purchase – Martignetti Companies of NNE
14. Wine Multi Bottle Promotion – April 2025
15. Wine Outlet Price Busters – April 2025

#### B) Tasting Events

1. In-Store Bottle Signing and Tasting with Ruby Wines and NHL's Jeremy Roenick Hockey Hall of Famer – February 2025

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2. In-Store Tasting – RNDC New Hampshire with Outcast Brands – March 2025
3. March 2025 NH Liquor & Wine Outlet In-Store Events
4. April 2025 NH Liquor & Wine Outlet In-Store Events

## C) Spirits

1. Appeal Requests – December 2024:
  - a) Southern Glazer’s Wine and Spirits – Ciroc Apple Vodka 375mL, Ciroc Pineapple Vodka 1.75mL, and Ciroc Pineapple Vodka 375mL
  - b) Southern Glazer’s Wine and Spirits – Hirsch the Horizon Bourbon Whiskey
2. Limited Time Offer Requests – February 2025:
  - a) RNDC New Hampshire – Penelope Rio Straight Bourbon
  - b) RNDC New Hampshire – Two Shores Peated Cask Finish Rum
  - c) RNDC New Hampshire – Woodford Rsv Double Double Oaked
  - d) Southern Glazer’s Wine and Spirits – Elijah Craig Rye Toasted Barrel
  - e) Southern Glazer’s Wine and Spirits – OCHO Anejo Tequila
3. Line Extension Requests – February 2025:
  - a) Southern Glazer’s Wine and Spirits – Bacardi Gold Rum 50mL
  - b) Southern Glazer’s Wine and Spirits – D’Usse VSOP Cognac 1.75L
  - c) Southern Glazer’s Wine and Spirits – Jameson Orange 375mL
4. One Time Buy Requests – February 2025:
  - a) Southern Glazer’s Wine and Spirits – Angel’s Envy Private Select #240624
  - b) Southern Glazer’s Wine and Spirits – Maker’s Mark Private Selection Barrel Buys
5. Recommended Closeout Purchase and Distribution with Adjusted Case Cost and Closeout Pricing for Limoncello del Mediterraneo – The Artisan Collection – Stone Fence Beverage
6. Spirits Test Market Results for Week Ending 02/09/2025
7. Test Market Requests – February 2025:
  - a) RNDC New Hampshire – Drumshanbo Brazilian Pineapple Irish Gin
  - b) Southern Glazer’s Wine and Spirits – Absolut Cocktails Classic Cosmopolitan and Absolut Cocktails Espresso Martini
  - c) Southern Glazer’s Wine and Spirits – Jameson Ginger & Lime
  - d) Southern Glazer’s Wine and Spirits – Revivalist Garden Gin

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT