

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 20, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD February 13, 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. TABLED – Wine Multi Bottle Promotion – April 2025
2. Enter-To-Win an E-Gift Card Towards the Purchase of Zac Brown Concert Tickets Sweepstakes – February – March 2025 – Z. Alexander Wines – MS Walker
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 02/20/2025
4. Request for Wine Specialty Status – Misc Brokers
5. REVISED March 2025 Special Allowance Offers – Wine – RNDC New Hampshire
6. Test Market Results for October 2024 – January 2025 – EXPAND DISTRIBUTION
7. Test Results – October 2024 – January 2025 – REMOVE FROM RETAIL
8. Wine Flash Sale Promotion – April 2025

For Information Only

9. Status of 2025 Roll Out Items
10. 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
3. April 2025 NH Liquor & Wine Outlet In-Store Events
4. May 2025 NH Liquor & Wine Outlet In-Store Events
5. In-Store Tasting – Ruby Wines– Valckenberg – April 2025

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6. In-Store Tasting – SGWS with Irish Whiskey – Distiller Diaries – March 2025
7. In-Store Tasting – SGWS with Irish Whiskey – Gaelic Gold – March 2025
8. RNDC – Booker Wine Dinner Rescheduled – March 2025

C) Spirits

1. Limited Time Offer Requests – February & March 2025:
 - a) Southern Glazer’s Wine and Spirits – Blue Spot Cask Strength 7 Year
 - b) Southern Glazer’s Wine and Spirits – Old Elk Cigar Cut Punch Cut Vol. 1
 - c) Wood Stove Products LLC – Wood Stove Mixers
2. One Time Buy Request for Heaven’s Door Bootleg Series Vol. VI – Park Street Imports – Southern Glazer’s Wine and Spirits – February 2025
3. Special Allowance Offers – Spirits – May 2025:
 - a) Martignetti Companies of NNE
 - b) Pine State Trading
 - c) RNDC New Hampshire
 - d) Ruby Wines New Hampshire
 - e) Southern Glazer’s Wine and Spirits
 - f) MS Walker
4. Spirits Test Market Results for Week Ending 02/16/2025
5. Test Market Requests – February & March 2025:
 - a) Bay State Wine & Spirits – London Liqueurs Cactus Water and London Liqueurs Triple Sec
 - b) RNDC New Hampshire – 360 Madagascar Vanilla Flavored Vodka
 - c) RNDC New Hampshire – El Mayor Cristalino Tequila
 - d) RNDC New Hampshire – Exotico Reposado 100% Agave Tequila
 - e) RNDC New Hampshire – Freeland Spirits Gin
 - f) RNDC New Hampshire – Xicaru Pechuga Mole
 - g) Southern Glazer’s Wine and Spirits – Asbach Coffee + Cream Liqueur
 - h) Southern Glazer’s Wine and Spirits – Bailey’s Cookies and Creamy Non-Dairy and Bailey’s Coffee Toffee Non-Dairy
 - i) Southern Glazer’s Wine and Spirits – Ciroc Riviera Strawberry Limonade Vodka

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT