

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of February 27, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD February 20, 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. February 2025 Cost Change Approval List
2. February 2025 Primary Source Recommendations
3. Recommended Allocated Wines for Distribution to Selected Stores 02/27/2025
4. REVISED Special Allowance Offers – April 2025 - Wine:
 - a) RNDC New Hampshire
 - b) MS Walker
5. ADDITIONAL Special Allowance Offers – April 2025 – Wine:
 - a) Martignetti Companies of NNE
 - b) RNDC New Hampshire
 - c) Southern Glazer's Wine and Spirits
6. Special Allowance Offers - May 2025 – Wine:
 - a) Martignetti Companies of NNE
 - b) Pine State Beverage
 - c) RNDC New Hampshire
 - d) Southern Glazer's Wine and Spirits
 - e) Stone Fence Beverage
 - f) MS Walker
7. Vendor Request – National Pricing Alignment with No Additional Purchase and Floor Stock Adjustment – RNDC New Hampshire
8. REVISED Wine Flash Sale Promotion – April 2025
9. REVISED Wine Outlet Price Busters – April 2025

B) Tasting Events

1. Bring Back Jack Event 2025

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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

C) Spirits

1. February 2025 Spirit Warehouse Only List
2. REVISED – December 2024 Bi-Annual 50mL Spirits Item Review
3. Limited Time Offer Requests – February & March 2025:
 - a) Southern Glazer’s Wine and Spirits – Maker’s Mark 46 Cask Strength
 - b) Southern Glazer’s Wine and Spirits – Ole Smoky Key Lime Cream Moonshine
 - c) Southern Glazer’s Wine and Spirits – Ole Smoky Mandarins in Moonshine
 - d) Southern Glazer’s Wine and Spirits – Sazerac Rye SB #18H29BB476071 and Sazerac Rye SB #18H29BB476014
4. Line Extension Request for Mi Campo Blanco Tequila 1.75L – February 2025 – Constellation – RNDC New Hampshire
5. Spirits Test Market Results for Week Ending 02/23/2025
6. Test Market Requests – February & March 2025:
 - a) Martignetti Companies of NNE – Tin Cup Straight Bourbon Whiskey
 - b) Southern Glazer’s Wine and Spirits – Ole Smoky Blackberry Whiskey
 - c) MS Walker – Don Q Reserva 7 Rum

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT