

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 6, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD February 27, 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. REVISED Roll Out Request – Multiple Brokers – April 2025
2. REVISED Special Allowance Offers – Pine State Beverage – Wine - April 2025
3. ADDITIONAL Special Allowance Offers – Wine - April 2025:
 - a) Pine State Beverage
 - b) Southern Glazer's Wine and Spirits
 - c) MS Walker
4. REVISED Wine Outlet Price Busters – April 2025

B) Tasting Events

1. Store Promotion Only Event with Martignetti and Tin Cup Jeep and Trailer – March 2025

C) Spirits

1. Holiday and One Time Buy Close-Out
2. Limited Time Offer Requests – March 2025:
 - a) Martignetti Companies of NNE – Bib & Tucker 10 Yr Small Batch
 - b) Martignetti Companies of NNE – Hendrick's Oasium Gin
 - c) RNDC New Hampshire – Woodford Rsv Kentucky Derby Bourbon
 - d) RNDC New Hampshire – Woodford Rsv Mint Julep VAP
3. One-Time Buy Request for Blood Oath Pact XI – Luxco - RNDC New Hampshire – April 2025
4. Spirits Test Market Results for Week Ending 03/02/2025

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5. Test Market Request – March 2025:
 - a) RNDC New Hampshire – Casa Azul Organic Tequila Blanco
 - b) RNDC New Hampshire – Clonakilty Galley Head Irish Whiskey
 - c) RNDC New Hampshire – Cutwater Lemon Drop Martini
 - d) RNDC New Hampshire – Luxardo Coffee Bitters and Luxardo Sour Cherry Bitters
 - e) RNDC New Hampshire – Midnight Moon Moonshake Vanilla
 - f) RNDC New Hampshire – Mijenta Anejo Gran Reserva
 - g) RNDC New Hampshire – VDC Cabernet Cask Finish ASM
 - h) RNDC New Hampshire – Yellowstone Special Finish Collection Rum Cask
 - i) Southern Glazer’s Wine and Spirits –Codigo 1530 Tequila Rosa
 - j) Southern Glazer’s Wine and Spirits – Kahlua Chocolate Sips
 - k) Stone Fence Beverage – FLOK Wild Blue Blueberry Vodka
 6. E-Coupon Offers – Spirits - April 2025
 7. Flash Sale – Spirits - April 2025
 8. Multi-Bottle Offers – Spirits - April 2025
 9. Outlet Price Busters Offers – Spirits - April 2025
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT