

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 13, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING
HELD March 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. Additional April 2025 On-Premise Special Discount – RNDC New Hampshire
2. NH Off-Premise Special Discount – Price Busters May & June 2025
3. REVISED Off-Premise Special Discount – Exclusive Grocery Price Busters April 2025
4. Off-Premise Special Discount – Exclusive Grocery Price Busters May 2025
5. On-Premise Special Discount – May 2025
6. One Time Buy Requests:
 - a) Southern Glazer's Wine and Spirits – Cupcake Classic Mimosa and Cupcake Mango Mimosa
 - b) Southern Glazer's Wine and Spirits – Moet Imperial Pharrell Williams Limited Edition
7. Quarterly Price Increase One Time Buy Requests – April 2025:
 - a) Ruby Wines New Hampshire – Pommery Brut Royal
 - b) Southern Glazer's Wine and Spirits – M&R Sweet Vermouth 1.5L, M&R Extra Dry Vermouth 1.5L, and M&R Sweet Vermouth 750mL
 - c) Vinilandia – Alphonse Dolly Sancerre Cuvee Silex
8. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 03/13/2025
9. Request for Wine Specialty Status – Misc Brokers
10. Roll Out Requests – Multiple Brokers – May 2025
11. Roll Out Results for January 2025 – February 2025 – EXPAND DISTRIBUTION
12. Roll Out Results for January 2025 - February 2025 – EXPAND DISTRIBUTION FROM APPEAL
13. Roll Out Results – January 2025 – February 2025 – REMOVE FROM RETAIL

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14. Roll Out Results – January 2025 – February 2025 – REMOVE FROM RETAIL FROM APPEAL
15. Specialty SKU Reduction Closeout Items:
 - a) Bay State Wine and Spirits
 - b) Belluno LLC
 - c) Imported Grape
 - d) Martignetti Companies of NNE
 - e) Pine State Beverage
 - f) Ruby Wines New Hampshire
 - g) Stone Fence Beverage
 - h) Vinextra
 - i) Vinilandia
16. Test Results – September and December 2024 & January – February 2025 – REMOVE FROM RETAIL FROM APPEAL
17. Test Market Requests – Multiple Brokers – May 2025
18. Wine Multi Bottle Promotion – May 2025
19. Wine Outlet Price Busters – May 2025

For Information Only

20. Status of 2025 Roll Out Items
21. Status of 2025 Test Items

B) Tasting Events

1. March 2025 NH Liquor & Wine Outlet In-Store Events
2. April 2025 NH Liquor & Wine Outlet In-Store Events
3. May 2025 NH Liquor & Wine Outlet In-Store Events

C) Spirits

1. 2025 Summer Spirits Seasonal & VAP Offers
2. REVISED – March 2025 E-Coupon Offers – Spirits
3. May 2025 E-Coupon Offers – Spirits
4. Limited Time Offer Requests – March 2025:
 - a) RNDC New Hampshire – Jack Daniel’s McLaren Limited Edition 2
 - b) RNDC New Hampshire – Sugarlands Ryder Cup Cherry Limeade
5. Line Extension Requests – March 2025:
 - a) RNDC New Hampshire – Fever Tree Elderflower Tonic 150mL
 - b) RNDC New Hampshire – Fever Tree Premium Ginger Beer 200mL
 - c) RNDC New Hampshire – Fever Tree Premium Tonic Water 500mL
6. Multi Bottle Offers – May 2025 – Spirits
7. Outlet Price Busters Offers – May 2025 – Spirits
8. Special Allowance Offers – June 2025 – Spirits:
 - 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

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f) Stone Fence Beverage

g) MS Walker

9. Revised Spirits Test Market Results for Week Ending 03/02/2025

10. Spirits Test Market Results for Week Ending 03/09/2025

11. Test Market Requests – March 2025:

a) Martignetti Companies of NNE – Lalo Tequila Blanco

b) RNDC New Hampshire – Fever Tree Premium Ginger Ale

c) RNDC New Hampshire – JD & Coca Cola Variety Pack

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT