

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 27, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD March 20, 2025

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

IV) MARKETING AND SALES

1) Marketing Update

A) Director Mark Roy

1. REVISED April 2025 Quarterly Price Change: Retail Close Out Rejections

For Information Only:

B) 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. March 2025 Cost Change Approval List

2. March 2025 Primary Source Recommendations

3. Email Coupons – May 2025

4. Email Coupons – June & July 2025

5. One Time Buy Requests:

a) Bay State Wine & Spirits – Rose All Day

b) Martignetti Companies of NNE – Bertani Sereole Soave, Travaglini Coste, Fontanafredda Serralunga d'Alba Barolo, Ferrari F1 Brut, Planeta Rose, Fontanafredda Gavi di Gavi, Bertani Amarone, and Bertani Amarone Valpantena

c) Vinilandia – Le Contesse Prosecco

6. REVISED NH Off-Premise Special Discount – Price Busters May & June 2025

7. Roll Out Requests – Multiple Brokers – June 2025

8. Specialty SKU Reduction Closeout Items:

a) American Wine Collective

b) PSP Imports

9. Test Market Requests – Multiple Brokers – June 2025

10. Vendor Request Closeout Pricing with Additional Purchase – Martignetti Companies of NNE

11. Wine Multi Bottle Promotion – June & July 2025

12. Wine Outlet Price Busters – June & July 2025

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B) Tasting Events

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

C) Spirits

1. March 2025 Spirit Warehouse Only List
2. Floor Planner Special Allowance Offers – May 2025 – Spirits – Southern Glazer’s Wine and Spirits
3. Line Extension Requests – April 2025:
 - a) Martignetti Companies of NNE – Milagro Reposado Tequila 375mL
 - b) RNDC New Hampshire – El Mayor Blanco Tequila 1.75L
4. Spirits Retail Close Out January 2025 QPC Corrected Pricing
5. Spirits Test Market Results for Week Ending 03/23/2025
6. Test Market Requests – March & April 2025:
 - a) Martignetti Companies of NNE – 400 Conejos Anejo Mezcal
 - b) Martignetti Companies of NNE – 1800 Ultimate Light Lime Margarita
 - c) Martignetti Companies of NNE – Jose Cuervo Authentic Dragon Fruit Lemonade
 - d) RNDC New Hampshire – High West Old Fashioned Barrel Finished Cocktail
 - e) MS Walker – Amaro Dell Etna Spritz

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT