

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of April 3, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD March 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 Email Coupons – May 2025
2. On-Premise Special Discount – June 2025
3. REVISED One Time Purchase for our Power Buy Program – Misc Brokers
4. REVISED 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) MS Walker
5. ADDITIONAL June 2025 Special Allowance Offers – Wine – Southern Glazer's Wine and Spirits
6. Specialty SKU Reduction Closeout Items – Southern Glazer's Wine and Spirits
7. REVISED – Wine Outlet Price Busters – May 2025
8. ADDITIONAL Wine Outlet Price Busters – June & July 2025

B) Tasting Events

1. In-Store Tasting – Pine State – Dalmore Scotch Tasting – May 2025
2. REVISED March Time Changes – 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. June 2025 NH Liquor & Wine Outlet In-Store Events

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C) Spirits

1. Limited Time Offer Requests – April 2025:
 - a) Southern Glazer's Wine and Spirits – Heaven's Door Exploration Series 1
 - b) Southern Glazer's Wine and Spirits – On the Rocks Blue Hawaiian
 - c) Tamworth Distilling – Tamworth Old Baldy Spiced Apple Whiskey
 - d) MS Walker – Barr Hill Tom Cat Limited Rum Cask and Barr Hill Tom Cat Limited Stout Cask
2. One Time Buy Request – April 2025:
 - a) Southern Glazer's Wine and Spirits – Maker's Mark Wood Finishing Series 2024
3. Vendor Request Closeout Pricing with No Additional Purchase and Floor Stock Adjustment – Martignetti Companies of NNE

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT