

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of April 10, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD April 3, 2025

## III) ADMINISTRATION

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

## IV) MARKETING AND SALES

### 1) Marketing Update

#### A) Director Mark Roy

##### 1. Recommendation for DHL Bottle Pick Guidelines Update 2025

*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. REVISED Email Coupons – June & July 2025

##### 2. Request for Wine Specialty Status – Misc Brokers

##### 3. Roll Out Results for February 2025 – March 2025 – EXPAND DISTRIBUTION

##### 4. Roll Out Results – February 2025 – March 2025 – REMOVE FROM RETAIL

##### 5. Special Allowance Offer – May 2025 – Wine – Ruby Wines New Hampshire

##### 6. Sweepstakes:

##### a) Southern Glazer's Wine and Spirits – Flyaway to BottleRock Music Festival

##### b) MS Walker – Two Tickets to the 2026 NBA Conference Finals

##### c) MS Walker – Big Green Egg

*For Information Only*

##### 7. Status of 2025 Roll Out Items

##### 8. Status of 2025 Test Items

#### B) Tasting Events

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

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

##### 3. June 2025 NH Liquor & Wine Outlet In-Store Events

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## C) Spirits

1. Appeal Request for Ole Smoky Orange Shinesicle – Ole Smoky – Southern Glazer's Wine and Spirits – March 2025
2. E-Coupon Offers – June 2025 – Spirits
3. Limited Time Offer Requests – April 2025:
  - a) Southern Glazer's Wine and Spirits – Dalwhinnie Distillers Edition, Talisker Distillers Edition, and Lagavulin Distillers Edition Single Malt
  - b) Southern Glazer's Wine and Spirits – Smirnoff Red White & Berry 750mL and Smirnoff Red White & Berry 1.75L
4. May 2025 – Horse Soldier Bourbon/Tunnels to Towers POS Program
5. Multi-Bottle Offers – June & July 2025 – Spirits
6. One Time Buy Close-Out
7. One Time Buy Request for Crystal Head Vodka Pride – Shaw-Ross Intl Importers Inc – Southern Glazer's Wine and Spirits – April 2025
8. Outlet Price Busters Offers – June & July 2025 – Spirits
9. Additional Special Allowance Offers – May 2025 – Spirits – Southern Glazer's Wine and Spirits
10. Additional Special Allowance Offers – June 2025 – Spirits – Southern Glazer's Wine and Spirits
11. Spirits Test Market Results for Week Ending 03/30/2025
12. Test Market Requests – March & April 2025:
  - a) Pine State Beverage – Four Corners American Gin
  - b) Pine State Beverage – Marcado28 Blanco Tequila and Marcado28 Reposado Tequila
  - c) Pine State Beverage – Tequila Clementina Blanco Rosa and Tequila Clementina Anejo
  - d) RNDC New Hampshire – Penelope Wheated Bourbon

## V) ENFORCEMENT AND LICENSING REPORT

## VI) LATE ITEMS

## VII) PUBLIC COMMENT