

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of April 17, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD April 10, 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 – June & July 2025
2. July 2025 Monthly Promotional Sale
3. Off-Premise Special Discount – Exclusive Grocery Price Busters June 2025
4. Request for Wine Specialty Status – Misc Brokers
5. Roll Out Requests – Multiple Brokers – July 2025
6. Special Allowance Offers – July 2025 – Wine:
 - a) Bay State Wine & Spirits
 - b) Martignetti Companies of NNE
 - c) Pine State Beverage
 - d) RNDC New Hampshire
 - e) Ruby Wines New Hampshire
 - f) Southern Glazer's Wine and Spirits
 - g) MS Walker
7. Test Market Requests – Multiple Brokers – July 2025
8. The Federalist Wine Donation Program – June-August 2025 – Southern Glazer's Wine and Spirits
9. ADDITIONAL Wine Multi Bottle Promotion – June & July 2025 – Martignetti Companies of NNE
10. REVISED Wine Multi Bottle Promotion – June & July 2025

B) Tasting Events

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

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C) Spirits

1. Limited Time Offer Requests – April & June 2025:
 - a) RNDC New Hampshire – Jack Daniel’s 12 Year, Jack Daniel’s 10 Year, and Jack Daniel’s 14 Year
 - b) Southern Glazer’s Wine and Spirits – Ardbeg Eureka
 - c) Southern Glazer’s Wine and Spirits – Dingle Bealtaine Irish Whiskey, Dingle Le Le Bride Irish Whiskey, and Dingle Samhain Irish Whiskey
 - d) Southern Glazer’s Wine and Spirits – Oban Cask Strength 15yr Sherry Finish
2. Line Extension Requests – April 2025:
 - a) RNDC New Hampshire – Four Roses Small Batch 50mL
 - b) Southern Glazer’s Wine and Spirits – Don Julio Reposado 50mL
3. One Time Buy Close-Out
4. REVISED – April 2025 One Time Buy Request for Crystal Head Vodka Pride – Shaw-Ross Intl Importers Inc – Southern Glazer’s Wine and Spirits
5. One Time Buy Requests – April 2025:
 - a) Southern Glazer’s Wine and Spirits – 1792 Sweet Wheat Bourbon
 - b) Southern Glazer’s Wine and Spirits – Maker’s Mark Wood Finishing Series 2025
6. Promotional Sale – June thru December 2025 – Tito’s Vodka
7. Special Allowance Offers – July 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
 - f) Stone Fence Beverage
 - g) MS Walker
8. Spirits Test Market Results for Week Ending 04/06/2025
9. Spirits Test Market Results for Week Ending 04/13/2025
10. Test Market Requests – April & May 2025:
 - a) Pine State Beverage – Star & Key VSOP Single Cask Rum
 - b) RNDC New Hampshire – The Mixology Company Amaretto Sour and The Mixology Company Cosmopolitan
 - c) RNDC New Hampshire – Worthy Park Overproof Rum
 - d) Southern Glazer’s Wine and Spirits – Deep Eddy Pineapple Vodka
 - e) Southern Glazer’s Wine and Spirits – Fabrizia Blueberry Lemonade
 - f) Southern Glazer’s Wine and Spirits – Goslings Ginger Beer
 - g) Southern Glazer’s Wine and Spirits – On The Rocks Sparkling Lime Margarita
 - h) Southern Glazer’s Wine and Spirits – Widow Jane Lucky Thirteen
 - i) Stone Fence Beverage – L’Original Combier Liqueur D’Orange

V) ENFORCEMENT AND LICENSING REPORT

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VI) LATE ITEMS

VII) PUBLIC COMMENT