

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of April 24, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD April 17, 2025

## III) ADMINISTRATION

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

## IV) MARKETING AND SALES

### 1) Marketing Update

#### A) Director Mark Roy

##### 1. December 2024 Bi-Annual Spirits Warning Item Review – April 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. April 2025 Cost Change Approval List

##### 2. April 2025 Primary Source Recommendations

##### 3. 2025 Store Cluster Update

##### 4. REVISED Off-Premise Special Discount – Exclusive Grocery Busters June 2025

#### B) Tasting Events

##### 1. In-Store Tasting – SGWS with Broken Shed Vodka – June 2025

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

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

##### 4. July 2025 NH Liquor & Wine Outlet In-Store Events

#### C) Spirits

##### 1. April 2025 Spirit Warehouse Only List

##### 2. Additional June 2025 Special Allowance Offers – Spirits – Pine State Trading

##### 3. Additional July 2025 Special Allowance Offers – Spirits:

###### a) RNDC New Hampshire

###### b) Southern Glazer's Wine and Spirits

##### 4. Limited Time Offer Requests – April & May 2025:

###### a) Martignetti Companies of NNE – Michter's Barrel Strength Rye

###### b) RNDC New Hampshire – Bak's Bison Grass Vodka

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- c) RNDC New Hampshire – Moonshake Cookies & Cream, Midnight Moon Chocolate Brownie Moonshake, Midnight Moon Peanut Butter Cup Moonshake, and Midnight Moon Moonshake Vanilla
- d) Southern Glazer’s Wine and Spirits – Buffalo Trace Prohibition Collection #2
- e) Southern Glazer’s Wine and Spirits – Heaven’s Door Trilogy Pack
- f) Southern Glazer’s Wine and Spirits – Old Fitzgerald 9Yr BIB Decanter
- 5. Spirits Test Market Results for Week Ending 04/20/2025
- 6. Sweepstakes Request – Fabrizia Win a Trip for 2 to Italy & Canobie Lake All Summer Sweepstakes – June & July 2025 – Fabrizia – Southern Glazer’s Wine and Spirits
- 7. Test Market Requests – April 2025:
  - a) Martignetti Companies of NNE – Isaac Bowman Port Barrel Finished
  - b) Pine State Beverage – Agalima Organic Sweet & Sour Mix, Agalima Organic Margarita Mix, Agalima Organic Bloody Mary Mix, and Agalima Organic Spicy Jalapeno Margarita Mix
  - c) RNDC New Hampshire – Ezra Brooks
  - d) RNDC New Hampshire – Old Forester Rye

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT