

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 1, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD April 24, 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 Semi-Annual Spirits Warning Item Review – April 2025 Close Out Pricing

*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. Additional Roll Out Requests – Multiple Brokers – July 2025
2. Additional Size Request – Pine State Beverage
3. One Time Buy Request Veuve de Vernay Ice Rose Stars and Stripes – Ruby Wines New Hampshire
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/01/2025
5. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores – Martignetti Companies of NNE – Billecart Salmon
6. Request for Wine Specialty Status – Misc Brokers

#### B) Tasting Events

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

#### C) Spirits

1. One Time Buy for New Amsterdam Pink Whitney Bucket – E & J Gallo – Pine State Beverage – May 2025
2. Spirits Test Market Results for Week Ending 04/27/2025
3. Test Market Request for Jack Daniel's SB Rye Barrel Proof – Brown-Forman Corp – RNDC New Hampshire – May 2025

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V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT