

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 8, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD May 1, 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. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/08/2025
2. REVISED June 2025 Special Allowance Offers – Wine:
 - a) Pine State Beverage
 - b) RNDC New Hampshire
3. REVISED July 2025 Special Allowance Offers – Wine:
 - a) Pine State Beverage
 - b) RNDC New Hampshire
 - c) Ruby Wines New Hampshire
 - d) Southern Glazer's Wine and Spirits
 - e) MS Walker
4. REVISED Wine Multi Bottle Promotion – June & July 2025 – Martignetti Companies of NNE
5. REVISED Wine Outlet Price Busters – June & July 2025
6. Roll Out Results for March-April 2025 – EXPAND DISTRIBUTION
7. Roll Out Results – March 2025-April 2025 – REMOVE FROM RETAIL
8. Sweepstakes – RNDC New Hampshire:
 - a) Enter-To-Win – A 7 Night Stay in Venice, Italy
 - b) Enter-To-Win – The Woodbridge Dog Days Grill-Off
9. Test Market Results for January–April 2025 – EXPAND DISTRIBUTION
10. Test Results – January-April 2025 – REMOVE FROM RETAIL
11. Vendor Request Closeout Pricing with Additional Purchase and Floor Stock Adjustment – Uncorked, LLC
12. Wine Endless Summer Sale – August & September 2025

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13. Wine Multi Bottle Promotion – August 2025
14. NH Off-Premise Special Discount – Price Busters July & August 2025
15. Off-Premise Special Discount – Exclusive Grocery Price Busters July 2025
16. On-Premise Special Discount – July 2025

For Information Only

17. Status of 2025 Roll Out Items
18. Status of 2025 Test Items

B) Tasting Events

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

C) Spirits

1. Limited Time Offer Requests – May 2025:
 - a) Martignetti Companies of NNE – Bomberger's Declaration PFG Bourbon
 - b) Martignetti Companies of NNE – Rhum Barbancourt Liberte
2. One Time Buy Request – May 2025 – MS Walker – Ozama Gran Anejo Rum
3. Spirits Test Market Results for Week Ending 05/04/2025
4. Test Market Requests – May 2025:
 - a) Martignetti Companies of NNE – Bubba's Pancakes & Bacon Whiskey
 - b) Martignetti Companies of NNE – GlenPharmer Bean Espresso Vanilla Vodka
 - c) MS Walker – Ozama Blanco Rum and Ozama Anejo Rum

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT