

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of May 22, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD May 15, 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. Additional Size Request – Ruby Wines New Hampshire
2. CORRECTION Wine Multi Bottle Promotion Pine State Beverage – June & July 2025
3. CORRECTION Wine Multi Bottle Promotion SGWS – June & July 2025
4. E-mail Coupons – August 2025
5. One Time Buy Request – Gerard Bertrand So'Vive Blanc – MS Walker
6. One Time Purchase for our Power Buy Program – Misc Brokers
7. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 05/22/2025
8. Request for Wine Specialty Status – Misc Brokers
9. REVISED July 2025 Special Allowance Offers – Wine – RNDC New Hampshire
10. Roll Out Requests – Multiple Brokers – August 2025
11. Test Market Requests - Multiple Brokers – August 2025
12. Off-Premise Special Discount – Exclusive Grocery Price Busters August 2025
13. REVISED NH Off-Premise Special Discount – Price Busters July & August 2025

#### B) Tasting Events

1. Pine State – Music Hall Monsieur Touton French Wine Tasting – May 2025
2. June 2025 NH Liquor & Wine Outlet In-Store Events
3. July 2025 NH Liquor & Wine Outlet In-Store Events

#### C) Spirits

1. REVISED Voluntary Request for Delist with Close Out Pricing – RNDC New Hampshire

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2. Limited Time Offer Requests – May 2025:
    - a) Martignetti Companies of NNE – Jose Cuervo Authentics Margarita Variety Pack
    - b) RNDC New Hampshire – Phony Negroni, Phony White Negroni, and Amaro Falso
    - c) Southern Glazer’s Wine and Spirits – Elijah Craig Small Batch PGA Edition Bottle
    - d) Southern Glazer’s Wine and Spirits – Fabrizia Lemonade Variety Pack
  3. One Time Buy Requests – May 2025:
    - a) Southern Glazer’s Wine and Spirits – 1792 Bottle in Bond
    - b) Southern Glazer’s Wine and Spirits – WhistlePig 10Yr Rye Piggybank Decanter
  4. Test Market Requests – May 2025:
    - a) Southern Glazer’s Wine and Spirits – Astral Blanco Tequila
    - b) Southern Glazer’s Wine and Spirits – Elijah Craig Barrel Proof Bourbon
    - c) Stone Fence Beverage – Billy’s Irish Cream
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT