

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of June 5, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD May 29, 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. May 2025 Cost Change Approval List
2. May 2025 Primary Source Recommendation
3. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/05/2025
4. REVISED July 2025 Special Allowance Offers – Wine – Southern Glazer's Wine and Spirits
5. Roll Out Results for April – May 2025 – EXPAND DISTRIBUTION
6. Roll Out Results – April 2025 – May 2025 – REMOVE FROM RETAIL
7. Test Market Results for February – May 2025 – EXPAND DISTRIBUTION
8. Test Results – February – May 2025 – REMOVE FROM RETAIL

#### *For Information Only*

9. Status of 2025 Roll Out Items
10. Status of 2025 Test Items

#### B) Tasting Events

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

#### C) Spirits

1. May 2025 Spirit Warehouse Only List
2. July 2025 E-Coupon Offers – Spirits
3. August 2025 E-Coupon Offers – Spirits

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4. August 2025 Multi-Bottle Offers – Spirits
  5. Limited Time Offer Requests – June 2025:
    - a) Live Free Distillery – White Beard Wheat Whiskey
    - b) Martignetti Companies of NNE – Cathedral Ledge Organic Straight Bourbon
    - c) RNDC New Hampshire – High West Bourye Whiskey and High West Prisoner’s Share Whiskey
    - d) Southern Glazer’s Wine and Spirits – Casamigos RTD Margarita Variety Pack
  6. One Time Buy Request – June 2025 – Pine State Beverage – Blue Run KS Sails & Rails Bourbon Whiskey and Blue Run KS Beach & Blooms Bourbon Whiskey
  7. Purchase Order Request for Fever Tree – Pine State Beverage
  8. Spirits Test Market Results for Week Ending 06/01/2025
  9. Test Market Requests – May & June 2025:
    - a) Martignetti Companies of NNE – Brothers Bond Straight Bourbon
    - b) Martignetti Companies of NNE – Michter’s US1 Sour Mash Whiskey
    - c) RNDC New Hampshire – Hand on Heart Non-Alcoholic Chardonnay, Hand on Heart Non-Alcoholic Cabernet Sauvignon, Hand on Heart Non-Alcoholic Sauvignon Blanc, and Hand on Heart Non-Alcoholic Rose
    - d) RNDC New Hampshire – Southside Gin Cocktail
    - e) RNDC New Hampshire – Tasmanian Pure Vodka
    - f) Ruby Wines New Hampshire – Hogsworth Bourbon Whiskey & Armagnac
    - g) Southern Glazer’s Wine and Spirits – Canadian Club Blackberry
- V) ENFORCEMENT AND LICENSING REPORT
- VI) LATE ITEMS
- VII) PUBLIC COMMENT