

# NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of June 12, 2025

Meeting starts at 10:30 a.m.

## I) PLEDGE OF ALLEGIANCE

## II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD June 5, 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. NH Winery New Listing – Appollo Vineyards
2. One Time Buy Request – J. Lohr Paperwhite Unoaked Chardonnay – Martignetti Companies of NNE
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 06/12/2025

#### B) Tasting Events

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

#### C) Spirits

1. Limited Time Offer Requests – June 2025:
  - a) RNDC New Hampshire – Fentimans Tonic Water, Fentimans Pink Grapefruit Tonic Water and Fentimans Ginger Beer & Muddled Lime
  - b) RNDC New Hampshire – Holladay Soft Red Wheat Rickhouse Proof
  - c) Southern Glazer's Wine and Spirits – Crown Royal Hand Select Barrel
2. Line Extension Request for Crown Royal Blackberry 50mL – Southern Glazer's Wine and Spirits – June 2025
3. Purchase Order Request – Mount Washington Distillery
4. Spirits Test Market Results for Week Ending 06/08/2025
5. Test Market Request for Tamworth Graverobber Rye Whiskey – Tamworth Distilling – June 2025

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V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT