

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of June 19, 2025

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD June 12, 2025

III) ADMINISTRATION

1) DHL - Key Performance Indicators (KPI's) Report Update

IV) MARKETING AND SALES

1) Marketing Update

A) July 2025 Quarterly Price Changes

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. REVISED Roll Out Results – April 2025 – May 2025 – REMOVE FROM RETAIL
2. REVISED On-Premise Special Discount – July 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. Additional July 2025 Special Allowance Offers – Spirits – RNDC New Hampshire
2. Appeal Requests - June 2025:
 - a) RNDC New Hampshire – Five Farms Irish Cream Liqueur
 - b) Southern Glazer's Wine and Spirits – Corvus Tropical Vodka
3. REVISED Limited Time Offer Requests – June 2025:
 - a) RNDC New Hampshire – Fentimans Tonic Water and Ginger Beer
 - b) RNDC New Hampshire – High West Bourye Whiskey
4. Limited Time Offer Request – June 2025 – Old Forester Row Series 1924 10 Yr – Brown-Forman Corp.
5. One Time Buy Request – June 2025 – Willett Distillery Barrel Buy:
 - a) Ruby Wines New Hampshire – Willett Distillery 12 Year Bourbon Whiskey #2146, Willett Distillery 12 Year Rye Whiskey #2381, Willett

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Distillery 13 Year Bourbon Whiskey #136, Willett Distillery 10 Year Bourbon Whiskey #9086, Willett Distillery 12 Year Bourbon Whiskey #4099

6. Spirits Test Market Results for Week Ending 06/15/2025
7. Sweepstakes Request “High West Protect the West Sweepstakes”
8. Test Market Requests – June 2025:
 - a) Bay State Wine & Spirits – Twisted Shotz Razzle Dazzle and Twisted Shotz Red Party Pack
 - b) Martignetti Companies of NNE – Three Olives Vanilla Vodka
 - c) RNDC New Hampshire – Whipshots Caramel

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT