

NEW HAMPSHIRE LIQUOR COMMISSION

Agenda of March 28, 2024

Meeting starts at 10:30 a.m.

I) PLEDGE OF ALLEGIANCE

II) ACCEPTANCE OF MINUTES FROM COMMISSION MEETING HELD March 21, 2024

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

A) Store Operations Administrator James Richards

1. Recommended Outlet Hours Summer 2024

3) Merchandising

A) Wine

1. NH Winery One Time Buy – Appolo Vineyards
2. One Time Buy Requests:
 - a) Bay State Wine & Spirits – Blue Lobster Blueberry Wine
 - b) Bay State Wine & Spirits – Pasubio Vino Amaro
3. One Time Purchase for our Power Buy Program – Misc Brokers
4. Recommended & Not Recommended Allocated Wines for Distribution to Selected Stores 03/28/2024
5. Request for Wine Specialty Status – Misc Brokers
6. Vendor Request Closeout Pricing with Additional Purchase – RNDC New Hampshire
7. Vendor Request Closeout Pricing with Additional Purchase – Southern Glazer's Wine and Spirits

B) Tasting Events

1. Additional April 2024 NH Liquor & Wine Outlet In-Store Events
2. Additional May 2024 NH Liquor & Wine Outlet In-Store Events
3. Additional June 2024 NH Liquor & Wine Outlet In-Store Events
4. In-Store Tasting – RNDC New Hampshire with BenRiach and GlenDronach Scotch

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C) Spirits

1. Limited Time Offer Requests – March 2024:
 - a) Southern Glazer’s Wine and Spirits – Baileys S’mores
 - b) Southern Glazer’s Wine and Spirits – Bulleit Bourbon Barrel Strength
2. One Time Buy Requests – March 2024:
 - a) Martignetti Companies of NNE – Buddy’s American Vodka
 - b) Martignetti Companies of NNE – Michter’s Barrel Strength Rye
 - c) Southern Glazer’s Wine and Spirits – Belfour Single Barrel Jimmy’s Jazz Club
 - d) Southern Glazer’s Wine and Spirits - Knob Creek 10 Year Rye
 - e) Southern Glazer’s Wine and Spirits – On the Rocks Blue Hawaiian
 - f) MS Walker – Foursquare ECS Mark XXIV Rum
 - g) MS Walker – High N Wicked Foursquare No. 7
3. Spirits Test Market Results for Week Ending 03/24/2024
4. Test Market Request – March 2024 – Mingle Mocktail Products – Infinium Spirits – RNDC New Hampshire

V) ENFORCEMENT AND LICENSING REPORT

VI) LATE ITEMS

VII) PUBLIC COMMENT