

1. How many copies of our proposal are required?
Four copies are required.
2. Could you talk in general just about any migration that you've been doing over the last few years in terms as to where you are putting your budget, and what your objectives are in general?
Generally, wine promotions, border strategies, out of state advertising, and social media.
3. Obviously we have seen a change in the stores at the retail level; outside we've witnessed probably an increase in wine promotion. Is there anything you're supposed to be doing around that or around the border states, or is that the focus right now for strategy?
The focus is wine and spirit promotions to mostly out of state customers.
4. It was mentioned in the RFP of the division of your budget rate or the allocation where it was 50 or 55% goes towards media placement, does that mean media placement in the traditional realm only? Or was it also in digital?
Media placement is traditional and also digital.
5. Do you have any, for the next fiscal year, defined organizational goals that or anything even if its not defined, that has just been discussed what you are looking to do. I know that you mentioned that the web is somewhere you feel can be improved but is there anything else that you have looked at and said alright this is where we have to go in the next 12 to 15 months?
How best to advertise to increase sales is what we are looking to do.
6. Is there a specific assignment you are just looking for an overview of capabilities and past experience? Or is there an expectation that we'll put some spec work in there as well?
Please give an overview of capabilities, but also other detail worked with.
7. This is for Nicole or Mark: In the time that you have been with the Liquor Commission, are there any things that you have felt just hit a home run, and helped you to increase sales in either spirits or wine?
Our Outlet Price Busters strategy.
8. You used to do appearances ... it looks like you used to do a lot more events to get you out of the store environment? Is that something that was a trend that went away or is it simply not done as much? Events in downtowns, I remember there was one in Nashua, and one in Manchester. And do you find those to be of benefit?
Not much sale benefits generated from these, so we've moved away from them.
9. How big of an email list do you have?
87,553
10. Can you talk about long term store expansion? I know that we have some renovations we have been talking about, but what is sort of the broader plan around bricks and mortar stores versus and including online selling?
We are always looking to upgrade our stores. We will have a new store #2 in West Chesterfield, and we're relocating #30 in Milford and #55 in Bedford.

11. I remember reading sometimes in the newspapers that other states do not like their people coming over the border to buy alcohol, how does that affect your advertising? How much do you directly target it out of state versus to those people when they get in to the state, as you said? Was it an issue spending money out of state in order to be able to drive people in, or does it get political or is it pretty clear?

80% of our advertising business is out of state. We are not worried about what other states think.

12. The competitive nature, obviously the spirit side is pretty easy but the wine side is a lot more complicated. How does that factor into your target? Are you directly competing with a lot of the retail and the wine outlets?

Yes, our target is both in and out of state with wine. We need to focus on the unique items we carry and better customer service so it's worth the trip to NH State Liquor & Wine Outlets.

13. How many written proposals should be submitted:

3, one for Rick Gerrish, Director of Marketing, Chairman Joe Mollica and Commissioner Michael Milligan.