



# STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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## **New Hampshire Liquor Commission Sales Reach Record High of \$642 Million in Fiscal Year 2015; Up \$21 Million – or 3.4% – Over Previous Fiscal Year**

*NHLC credits innovative marketing and sales initiatives, strategic partnerships and buying strategies, and a successful holiday season for record gains in fiscal year ending June 30*

**CONCORD, NH** – The New Hampshire Liquor Commission (NHLC) gross sales hit an all-time record of \$642 million in Fiscal Year 2015, an increase of \$21 million – or 3.4% over the previous fiscal year, according to unaudited NHLC sales figures. Total liquor net profits transferred to the New Hampshire General Fund reached a record \$151.7 million, which is used to support many critical programs including education, health and social services, transportation and natural resource protection.

“The New Hampshire Liquor Commission is committed to the generating record revenue year after year for the taxpayers of New Hampshire,” said NHLC Chairman Joseph W. Mollica. “We have strategically worked to improve and strengthen our performance each year with innovative marketing campaigns, the continued relocation and renovation of NH Liquor & Wine Outlets, strategic buying, building strong relationships with suppliers, and a focus on superior customer service. Our success is truly a team effort. The devotion exhibited each day from the sales associates in our 78 NH Liquor & Wine Outlets to our marketing, warehousing and merchandising staff, Enforcement and Licensing Division, finance team, and store operations inspires me and should evoke pride in the citizens of New Hampshire who benefit from their great work.”

Both spirits and wine sales grew in Fiscal Year 2015, which ended June 30. Total spirits sales were approximately \$357 million, an increase of 3.5 percent over the prior year, and total wine sales were approximately \$284 million, an increase of 3.3 percent. During that time NHLC sold 23.7 million bottles of spirits and 29.2 million bottles of wine.

Since 2012, NHLC has renovated or relocated 19 NH Liquor & Wine Outlets in the following communities: Bedford, Concord, Gilford, Hooksett, Hampstead, Lebanon, Lincoln, Londonderry, Manchester, Merrimack, Milford, Nashua, North Hampton, Peterborough, Plaistow, Portsmouth, Salem and West Chesterfield. Recent renovations, relocations and new stores include:

- Salem – the largest NH Liquor & Wine Outlet to date opened in June in the Rockingham Mall shopping plaza in Salem. The new 24,000-plus-square-foot location is more than double the size of the previous

South Broadway store and is anticipated to generate more than \$25.7 million in annual sales – a \$2 million increase over Fiscal Year 2014 figures.

- Hooksett – two new state-of-the-art 20,000-square-foot NH Liquor & Wine Outlet stores opened in September to anchor the Common Man Restaurant’s redevelopment of the rest areas along Interstate 93 North and South in Hooksett. The two new NH Liquor & Wine Outlets are more than double the size of the previous locations and they are expected to generate approximately \$40.5 million in sales combined - a \$6 million increase over the previous locations.
- Londonderry – a new 9,000-square-foot NH Liquor & Wine Outlet opened in March as part of the new Londonderry Travel Plaza off Exit 5 at the intersection of Route 28 and Interstate 93. The travel plaza also features a 24-hour Red Arrow Diner, Sunoco Travel Center with a convenience store, and fueling stations including diesel fuel and a truck center.
- New Hampton – a new 12,000-square-foot NH Liquor & Wine Outlet is under construction on Route 104. The new store replaces an 8,000-square-foot location and is expected to generate significantly more sales volume due to its close proximity to Interstate 93.
- Epping – a new 12,000-square-foot NH Liquor & Wine Outlet will be built in the bustling Brickyard Square shopping center at the junction of Routes 101 and 125.

“In addition to the continued expansions and relocations of our stores, our success is due in large part to strong relationships with our suppliers and exclusive product offerings that help make New Hampshire a destination for purchasing wine and spirits,” Chairman Mollica added. “For example, NHLC was afforded the rare opportunity to visit the Jack Daniel’s Distillery in Lynchburg, Tennessee, hand-select and purchase 15 of the finest barrels of coveted Jack Daniel’s Single Barrel Tennessee Whiskey and offer them exclusively to our customers.”

Following the record-setting purchase, Jack Daniel’s Assistant Master Distiller Chris Fletcher said, “To have the commitment of the state of New Hampshire to come to Lynchburg, experience the entire whiskey making process, understand what affects the flavor of the whiskey and actually hand-select their 15 favorite barrels to bring back to New Hampshire illustrates to me that the New Hampshire Liquor Commission wants nothing but the best of the best for its customers.”

Chairman Mollica added, “We also have continued to negotiate the absolute best prices by purchasing large quantities of wine and spirits and passing the savings along to our customers through successful sales initiatives such as Outlet Price Busters and Wine Power Buys. This enables us to offer some of the lowest prices in America on the products customers know and love.”

Along with its focus on increased sales, the NH Liquor Commission has placed significant emphasis over the last year on responsible alcohol consumption, further emphasizing its commitment to protecting the health and safety of customers. In a first-of-its-kind partnership, NHLC teamed up with Brown-Forman, one of the largest American-owned spirits and wine companies, to create *Live Free and Host Responsibly*, a year-long educational and informational campaign focused on responsible alcohol service and consumption. NHLC created a responsibility-focused web page at [www.liquorandwineoutlets.com/responsibility](http://www.liquorandwineoutlets.com/responsibility) offering tips for responsible serving and hosting, videos with cocktail and mocktail recipes that emphasize responsible consumption, downloadable cocktail and mocktail recipes, resource guides for New Hampshire lounge and restaurant owners, advice for consumers and more.

“While we are dedicated to improving our sales and profits each year, we are equally committed to ensuring the safety and well-being of our customers,” said Mollica. “And that involves promoting responsible alcohol consumption and service statewide. We are working diligently to educate our customers about the benefits of responsible alcohol consumption and the risks of alcohol overuse or abuse.”

Since the first New Hampshire Liquor & Wine Outlet opened in 1934, liquor and wine sales have generated more than \$3 billion in revenue for the state. NHLC is expecting to net an additional \$1 billion for New Hampshire's General Fund in the next seven years.



**Photo caption 1:** The New Hampshire Liquor Commission announced gross sales hit an all-time record of \$642 million in Fiscal Year 2015, an increase of \$21 million – or 3.4% over the previous fiscal year, according to unaudited NHLC sales figures. Total liquor net profits transferred to the New Hampshire General Fund reached a record \$151.7 million, which is used to support a variety of programs including education, health and social services, transportation and natural resource protection. The strategic relocation and renovation of NH Liquor & Wine Outlet stores was cited as a contributor to record revenue and profits. Pictured is the Salem NH Liquor & Wine Outlet located in the Rockingham Mall shopping plaza in Salem, across the street from Rockingham Park. Opened in June, at more than double the size of the existing South Broadway store, the new 24,000-plus-square-foot location is anticipated to generate \$25.7 million in annual sales.



**Photo caption 2:** NHLC Chairman Joseph Mollica addresses a crowd at the June grand opening of New Hampshire's largest NH Liquor & Wine Outlet, located at the Rockingham Mall shopping plaza in Salem, NH. The New Hampshire Liquor Commission announced gross sales hit an all-time record of \$642 million in Fiscal Year 2015, an increase of \$21 million – or 3.4% over the previous fiscal year. Total liquor net profits transferred to the New Hampshire General Fund reached a record \$151.7 million.





**Photo caption 3:** Interior photos of New Hampshire's largest NH Liquor & Wine Outlet located at 92 Cluff Crossing Road in Salem, NH.

**About the New Hampshire Liquor Commission**

The New Hampshire Liquor Commission (NHLC) operates 78 retail locations throughout the Granite State and serves more than 11 million customers each year. More than \$3 billion in net profits has been raised since the first store opened in 1934. NHLC had its best sales year ever in Fiscal Year 2015, generating \$642 million in gross sales, an increase of \$21 million – or 3.4% -- over the previous fiscal year. Total liquor net profits transferred to the New Hampshire's General Fund reached \$151.7 million, which are used to fund programs including education, health and social services, transportation and natural resource protection. NHLC is expecting to net an additional \$1 billion for New Hampshire's General Fund in the next seven years.

Visit [www.LiquorandWineOutlets.com](http://www.LiquorandWineOutlets.com) to locate a store, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras.

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