STATE LIQUOR & WINE OUTLET STORES
NH LIQUOR COMMISSION

March 13, 2012
Joseph W. Mollica, Chairman | Mark M. Bodi, Commissioner | Michael R. Milligan, Commissioner

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NEW HAMPSHIRE LIQUOR COMMISSION NAMES RICHARD GERRISH DIRECTOR OF MARKETING, MERCHANDISING & WAREHOUSING

CONCORD, NH – The New Hampshire Liquor Commission (NHLC) is pleased to announce the promotion of Richard Gerrish to Director of Marketing, Merchandising and Warehousing. In his new role, Gerrish is responsible for all activities related to conceptualizing and implementing market strategy while achieving revenue goals for NHLC's seventy-seven New Hampshire Liquor & Wine Outlets.

As Director of Marketing, Merchandising and Warehousing, Gerrish is accountable for business and market development, market research and planning, strategic direction for promotion and advertising and coordination with sales. He also directs day-to-day activities of marketing, merchandising, warehousing and retail store operations as well as the development of joint ventures and affiliations.

Gerrish has worked for NHLC and the New Hampshire Liquor & Wine Outlets for over 35 years. He spent 24 years at the store level and 18 years in management positions. During his tenure, Gerrish oversaw daily operations of some of the largest New Hampshire Liquor & Wine Outlets in the Nashua, Manchester, and Hooksett areas.

Most recently, Gerrish served as NHLC's Spirit Buyer for 11 years where he negotiated pricing and new product introduction for all spirit products. He worked with brokers as well as local, regional and national suppliers to implement various marketing and merchandising initiatives for New Hampshire Liquor & Wine Outlets.

"Rick has a great passion for his work and has consistently displayed dedication and leadership during his years with the New Hampshire Liquor Commission," explained New Hampshire Liquor Commission Chairman Joseph Mollica. "His expertise in large volume retail is a true asset that our organization, our business partners and our consumers will benefit from."

Gerrish is a resident of Weare, NH.

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About the New Hampshire Liquor Commission
The NHLC operates retail locations throughout the Granite State and serves more than 9 million customers each year. Visit 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. More than $2 billion in net profits has been raised since the first store opened in 1934. NHLC is expecting to net an additional $1 billion for the state in the next ten years.

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