



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

May 25, 2011

Joseph W. Mollica, Chairman | Mark M. Bodi, Commissioner | Michael Milligan, Commissioner

Contact: Kristin Hagerman

603-647-8606

kristinh@evradvertising.com

NEW PETERBOROUGH STORE IS STEPS AWAY AND A WORLD APART

New Hampshire Liquor Commission relocates Liquor & Wine Outlet to Peterborough Plaza and offers an enhanced shopping experience.

CONCORD, NH – Residents and visitors to the Monadnock region can experience the very latest in wine and spirit merchandising in Peterborough. The New Hampshire Liquor Commission (NHLC) recently relocated its New Hampshire Liquor and Wine Outlet to Peterborough Plaza as part of their goal to modernize facilities statewide. The store features state-of-the-art amenities, an expanded selection of spirits and over 5,000 wines. It is the first New Hampshire Liquor and Wine Outlet to have a cooler unit for chilled wines and built-in recessed shelving for premium spirits.

The New Hampshire Liquor and Wine Outlet in Peterborough is the first redesigned store in the western part of the state. The long-awaited move garnered the store 30% more space. Its contemporary design incorporates handsome wood shelving and is illuminated by energy-efficient LED fixtures. A custom-designed wine tasting center and specialty wine area offers additional space to host *Friday Night Flights*, a weekly wine tasting from 4pm – 6pm. The program will begin on June 17th and promote wine education through the exploration of new products.

“We have literally moved right around the corner but it is miles ahead of where we were,” explained New Hampshire Liquor Commission Chairman Joseph Mollica. “Our Peterborough store is a perfect example of how we can improve the shopping experience for our customers with a convenient location, open concept design and an expanded selection.”

As part of their grand opening celebration, the store has partnered with Peterboro Basket Company to create picnic baskets filled with fine wine, Riedel glasses and specialty food items. Consumers can enter to win one of four baskets through June 26th.

The store will celebrate its official grand opening on Thursday, June 16th at 10am. Executive Councilor David Wheeler, New Hampshire Liquor Commissioners and other state and local officials will be onsite for the event.

-MORE-

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 have been raised for the state since the first store opened in 1934.

###