



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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NH Liquor Commission Surpasses \$2.3 Million in Five-Year Fundraising Effort

Events supporting Easterseals NH, Animal Rescue League of NH and Best Buddies NH push NHLC over \$2.3 million

Concord, NH – Over the past five years, the New Hampshire Liquor Commission (NHLC) has helped raise over \$2.3 million for New Hampshire nonprofit organizations. Beginning in 2015, NHLC leadership undertook an effort to develop strategic partnerships with brokers and suppliers to make a positive impact on New Hampshire’s nonprofit community.

“We are extremely proud to have raised more than \$2.3 million for nonprofit organizations in the Granite State,” said NHLC Chairman Joseph Mollica. “In addition to fulfilling our role of being one of the largest non-tax revenue contributors to New Hampshire’s General Fund, we believe it is important to support our community in additional ways. We are pleased to have generated considerable revenue for organizations that help transform the lives of so many Granite Staters.”

NHLC exceeded the \$2.3 million mark last month, following three successful events for Best Buddies New Hampshire, the Animal Rescue League of New Hampshire (ARLNH) and Easterseals New Hampshire.

The 17th annual Winter Wine Spectacular is the marquee event of [New Hampshire Wine Week](#), which attracts more than 60 of the biggest names in the wine world for a week-long celebration of wine. The event is the region’s largest wine expo drawing more than 1,500 guests to sample more than 1,800 fine wines. All proceeds from the Winter Wine Spectacular support Easterseals New Hampshire’s Early Supports and Services program, which serves children from birth to 3 years old who are born with a disability,

special need, or developmental delay. Since the Winter Wine Spectacular's inception 17 years ago, the event has raised nearly \$2.4 million for Easterseals New Hampshire.

"Our partnership with NHLC has made an incredible impact on the thousands of people we serve each year and we could not be more grateful for this ongoing support from NHLC and its customers," said Christine Pederson, Easterseals New Hampshire. "By providing exceptional and meaningful services, Easterseals New Hampshire is constantly striving to change the way the world views and defines disability, and NHLC's longstanding partnership goes a long way toward achieving that goal."

In November, NHLC expanded its annual Pappy Van Winkle Raffle benefiting Best Buddies New Hampshire by offering additional prizes and the initiative generated interest from across the country. NHLC randomly selected Larry Phillips Jr. of Sylvania, Ohio as the winner of a prize package of Pappy Van Winkle's 10-year, 12-year, 15-year, 20-year, and 23-year bourbons, along with items from the Buffalo Trace Antique Collection and an all-expense-paid trip to New Hampshire for Distiller's Week.

Best Buddies New Hampshire offers one-to-one friendship and leadership development programs – positively impacting nearly 7,920 individuals with and without disabilities in New Hampshire.

"Thanks to the support from NHLC and its customers over the past three years, we have drastically expanded our programming to reach thousands of individuals, offering socialization opportunities to help erase the invisible line that often separates students or adults with and without intellectual and developmental disabilities," said Sarra Dennehy, executive director of Best Buddies New Hampshire. "NHLC's support has allowed our friendship programs to expand to middle and high schools as well as colleges, and will enable us to introduce the JOBS program to New Hampshire, which provides individuals with intellectual and development disabilities with highly competitive jobs in a field suited to their individual talents and skills."

Also in November, proceeds from the [Distiller's Showcase of Premium Spirits](#), which features more than 400 premium and ultra-premium spirits for sampling and draws more than 1,000 people, supported the Animal Rescue League of New Hampshire, which works to improve animal welfare by assisting more than 2,200 pets and their owners each year.

In addition to Easterseals New Hampshire, Best Buddies New Hampshire and ARLNH, NHLC has worked with suppliers and brokers in support of nonprofit organizations, including Homes for Our Troops, Operation Care for Troops, New Hampshire Food Bank, Toys for Tots, Granite United Way, Concord Hospital, Crotched Mountain Foundation, and the New Hampshire Lodging and Restaurant Association.



Caption 1: Over the past five years, the New Hampshire Liquor Commission (NHLC) has helped raise more than \$2.3 million for New Hampshire nonprofit organizations. Beginning in 2015, NHLC leadership undertook an effort to develop strategic partnerships with brokers and suppliers to make a positive impact on New Hampshire's nonprofit community, including Best Buddies New Hampshire through an exclusive raffle of Pappy Van Winkle Bourbons. Pictured above from left to right: (Front row) Susannah Hubler, Barrel Select Associate, Buffalo Trace Distillery, and Larry Phillips, Jr., winner of the Pappy Van Winkle & Buffalo Trace prize. (Second row) Tim Wilson, Division Manager – Control States, Sazerac Company, Mark Roy, Spirits Marketing & Sales Specialist, NHLC, Sarra Dennehy, Executive Director, Best Buddies NH, Paul Raymond, Advisory Board, Best Buddies NH, Nicole Brassard Jordan, Deputy Commissioner, NHLC, Ryan DeVecchio, VP & General Manager - New England, Southern Glazer's Wine & Spirits, Joseph Mollica, Chairman, NHLC, and Kirt Clemens, Executive VP & General Manager – East Control Region, Southern Glazer's Wine & Spirits. Courtesy photo.



Caption 2: Over the past five years, the New Hampshire Liquor Commission (NHLC) has helped raise more than \$2.3 million for New Hampshire nonprofit organizations. Beginning in 2015, NHLC leadership undertook an effort to develop strategic partnerships with brokers and suppliers to make a positive impact on New Hampshire's nonprofit community, including the Animal Rescue League of New Hampshire (ARLNH). Pictured above from left to right: Ashley Cooper, Tito's Handmade Vodka, Katharine Eneguess, ARLNH, Andrea Marquis, Martignetti Companies of New Hampshire, Nicole Brassard Jordan, Deputy Commissioner, NHLC, and Connor Hickey, Tito's Handmade Vodka. Photo credit: Matthew Lomanno.

About the New Hampshire Liquor Commission

The New Hampshire Liquor Commission (NHLC) operates 77 NH Liquor & Wine Outlets throughout the Granite State, providing more than 12 million annual customers with the widest selection of name brand wines and spirits at great prices and no taxes. NHLC has received numerous accolades, including being named the "Best state in the country for wine drinkers" by *The Washington Post* and "One of the best places in the country to find rare spirits" by *Serious Eats*. New Hampshire is one of 17 states where the government controls the sale of alcohol. NHLC has been named the "Nation's top control state" by *StateWays Magazine* and its leadership has been recognized for "Transforming the control state model" by *Market Watch Magazine*. Since the first NH Liquor & Wine Outlet opened in 1934, more than \$3.6 billion in net profits has been raised to fund programs including education, health and social services, transportation, natural resource protection, addiction treatment and prevention programs. NHLC contributed nearly \$140 million in support of these programs in 2019.

Visit www.LiquorandWineOutlets.com to locate an Outlet, 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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