PRESS RELEASE
For Immediate Release

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NH Liquor Commission to Build New NH Liquor & Wine Outlet in Littleton

Outlet to span 10,000 square feet and feature more than 4,500 wine & spirit varieties

Concord, NH – The New Hampshire Liquor Commission (NHLC) will build a new, state-of-the-art NH Liquor & Wine Outlet in Littleton. The 10,000-square-foot Outlet, which will feature more than 4,500 sizes and varieties of wines and spirits, will closely mirror the new NH Liquor & Wine Outlet in Tilton, which opened this past May. The new freestanding Outlet will be located at 804 Meadow Street in the Kilburn Ledge Plaza, just down the road from the current, 7,500-square-foot location also on Meadow Street in the Globe Shopping Plaza. NHLC estimates the new Littleton Outlet generating more than $7 million in annual sales. NHLC plans to break ground in September, with the expectation the Outlet would open in spring 2021.

“NHLC is pleased to be building a new NH Liquor & Wine Outlet in Littleton, a community that has truly established itself as a destination,” said NHLC Chairman Joseph Mollica. “This project will allow us to increase our visibility within this vibrant retail area, while also expanding our product selection and enhancing the overall consumer experience. This new Outlet will serve the people of the Littleton area and the traveling public, while playing a major role in our ongoing mission to maximize revenue for the New Hampshire General Fund and the critical, state services it funds.”

The new, standalone Littleton Outlet will be strategically located within a popular retail plaza, alongside Staples and nearby Home Depot, Shaw’s Supermarket and Walmart, providing high visibility and easy access from Route 302 and Interstate 93.

Along with an expansive selection of wines and spirits, the new Outlet will feature wide aisles, energy-efficient lighting, ample parking, and iPad kiosks for browsing inventory and food and wine pairings. The new Outlet will also include temperature/humidity-
controlled wine vaults, special sections for premium and ultra-premium spirits, and Price Busters and Wine Power Buys sections. NHLC plans to build the new Outlet’s exterior entryway with the same rustic, wooden post and beam façade as many of its new Outlets, including those in Tilton, Warner, Plymouth and West Lebanon.

This new Littleton NH Liquor & Wine Outlet is the latest project in NHLC’s ongoing effort to enhance and improve its 76 NH Liquor & Wine Outlets. NHLC has strategically renovated or relocated 33 NH Liquor & Wine Outlets since 2012.

"This is the result of a long, thoughtful and collaborative planning process between the NHLC, the State of New Hampshire, Waterstone, the Town of Littleton, and the New Hampshire-based Opechee Construction firm," said Josh Levy, Co-founder and Principal of Waterstone. "We are appreciative of the opportunity to build upon our long-standing relationship and successful partnership with the NHLC to help better serve the residents of Littleton and the surrounding communities. We are honored to be part of their mission of providing the best possible value and the most pleasant shopping experience to customers as the NHLC continues to help support critical state programs and initiatives with its revenue."

Levy continued, "We have also been invested in Littleton for the past 15 years and truly appreciate their business-friendly, professional and proactive approach. There are great things happening in Littleton, we are here for the long-term and hope to continue to invest and grow here."

According to Anton Melchionda and Neal Shalom, Principals of Waterstone, "We are excited to introduce a new, state-of-the-art NH Liquor & Wine Outlet to the community. This project will also spur additional investment and economic development not only in this property but the surrounding area as well."

NHLC opened the Littleton Outlet in 1934 on Cottage Street, where it remained until 1978, when NHLC moved the Outlet to 4 Lisbon Road. The Outlet remained on Lisbon Road until it was moved to its current location in 2001.
The New Hampshire Liquor Commission (NHLC) will build a new, state-of-the-art NH Liquor & Wine Outlet in Littleton. The new 10,000-square-foot Outlet will be located at 804 Meadow Street in the Kilburn Ledge Plaza, just down the road from the current location also on Meadow Street in the Globe Shopping Plaza. NHLC plans to break ground in September, with the expectation the Outlet would open by summer 2021.

About the New Hampshire Liquor Commission
The New Hampshire Liquor Commission (NHLC) operates 76 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 $162 million in support of these programs in Fiscal Year 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.