



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION



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1934: A GREAT YEAR, A TERRIFIC SALE

NH State Liquor and Wine Outlet Stores Mark 75th Anniversary by offering a \$19.34 sale on several items

Concord, NH – 1934. Prohibition had been recently repealed in America and the state of New Hampshire voted to regulate the sale of liquor by creating a new state agency to oversee the entire business of wine and spirits. Lawmakers created the New Hampshire Liquor Commission to sell wine and spirits, issue licenses and assess fees, and to enforce alcohol beverage laws. August 17, 1934 marked the opening of the state’s first retail store under the guidance of the New Hampshire Liquor Commission. 75 years and 77 stores later, the Commission remains a critical part of New Hampshire heritage, one of 18 control states in the nation, generating over \$500 million dollars in sales and \$112 million dollars in profits each year.

To mark this special anniversary, the New Hampshire Liquor Commission announces its **\$19.34 SALE**. Through May 25th, 21 wines and spirits will be featured for the “Anniversary year” price of \$19.34. Customers will find special sales and significant savings on a long list of popular items. From Jim Beam Bourbon, which is regularly priced at \$24.99 to Black Box Merlot, which is normally sold for \$28.49, customers will see significant savings. Hundreds of other items throughout the store are on sale, too. “The NH Liquor Commission has a proud history of providing revenues to fund important programs in our state, while providing products at great

prices to our customers. This sale celebrates our 75th Anniversary by passing more savings on to shoppers,” explains New Hampshire Liquor Commission Chairman, Mark Bodi.

In 1934, a gallon of gas was ten cents. You could buy a loaf of bread for eight cents. The average price of a new home was \$5,970. These were clearly low prices by today’s standards. “And that’s exactly what the Liquor Commission believes people will say when they drop by to see the sale prices in our Liquor and Wine Outlet Stores all around the state,” says Bodi. The \$19.34 sale is one aspect of the New Hampshire Liquor Commission’s 75 Days of Spectacular Savings, which will run through the spring.

About the NH Liquor Commission

Founded in 1934, the NH Liquor Commission is celebrating its 75th anniversary. New Hampshire is one of 18 Control States in the nation, where the government controls the distribution of alcoholic beverages as well as being responsible for the regulation of alcoholic beverages. The New Hampshire Liquor Commission operates 77 retail locations throughout the Granite State and serves more than 500,000 New Hampshire residents and tourists each year.