



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION



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ORIGINAL “BLUES BROTHER”, DAN AYKROYD VISITS NH TO SHOWCASE NEW WINES

Aykroyd and NH Liquor Commission Team Up to Feature New Products

Concord, NH – You know him from blockbuster movies like “The Blues Brothers” and “Ghostbusters” and star turns on “Saturday Night Live”. But Canadian-born Dan Aykroyd has another passion: creating an exceptional wine at an affordable price. Aykroyd visits New Hampshire February 24th to showcase “Dan Aykroyd Wines – Discovery Series”. He will host the initial offering of his wines in Nashua on February 24th, and customers can come and sample the product in a wine tasting right at the store. In an exclusive arrangement with the NH Liquor Commission, 14 NH Liquor and Wine Outlet stores will feature the wines, a Chardonnay and a Cabernet Sauvignon, which sell for under \$20 dollars each. The price will come as a pleasant surprise to consumers, and that is the entire point.

WHO: Dan Aykroyd

WHAT: Bottle – Signing

WHERE: Nashua NH Liquor and Wine Outlet, 27 Coliseum Avenue

WHEN: February 24th from 3:30-6:00 pm

Ironically, his role in “The Blues Brothers” in 1980 led him to a passion that has become a full-time business for the actor. It was on the set of the movie he was introduced to quality wines and he found an early taste for reds, which quickly flamed into a passion and a desire to develop his own label. When the Hollywood comic got serious about the wine business, his first goal was to provide a food-friendly wine

at an affordable price. Trust him, he's sampled the most expensive varieties and Aykroyd believes the highest prices just aren't worth it.

So he decided to create a line of wines for everyone to enjoy. For the last four years, Aykroyd has been involved in every step of the process of developing his self-titled label – from choosing the winery in Sonoma, California - to stomping the grapes and joining in the harvest – to overseeing the creation of the label and the sale of his product in the US and Canada. The founder of the House of Blues and an early investor in the Hard Rock Café, Aykroyd knows a thing or two about business success stories, and this venture is no exception. So, on February 24th, Aykroyd intends to be the toast of Nashua, when he appears for a bottle signing to kick-off the New Hampshire sale of his wines, joined by NH Liquor Commission officials.

New Hampshire is the first control state in the nation to offer Aykroyd's wines and enthusiasm about them is tremendous says NH Liquor Commission Chairman Mark Bodi. "These wines are truly of outstanding quality and value in their own right. The fact that Dan Aykroyd's name and commitment to excellence is on them is an extra benefit."

"My goal was to provide a high quality wine without the high price, and I'm excited to showcase our efforts," says Aykroyd. "I won't overpay for wine and that's why I set out to make my products affordable. I am offering a food-friendly wine selection. I'm anxious to come to New Hampshire to help celebrate the 75th anniversary of the Liquor Commission with my new wine and to offer a new value option to customers in New England."

"We are thrilled to host Dan Aykroyd in New Hampshire, and excited to feature these two wine varieties in our stores," says Chairman Bodi. "We know New Hampshire consumers are always searching for quality wines at a good value, and we are confident they will salute the efforts of Dan and his wines."

The following New Hampshire Liquor Wine Outlet stores will feature the Dan Aykroyd label:

Bedford
Concord, Storrs Street
Conway
Hampton I-95 Northbound / Southbound
Hooksett I-93 Northbound / Southbound
Keene

Nashua, Coliseum Avenue
Nashua, Southgate Shopping Mall
Portsmouth Traffic Circle
Salem
West Lebanon
Littleton

About Dan Ayokroyd Wines

More information about Dan Aykroyd and his wines can be found at www.danaykroydwines.com and at www.nh.gov/liquor.

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.