



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION



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Mark M. Bodi, Chairman | Richard E. Simard Commissioner

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NEW HAMPSHIRE STATE LIQUOR STORES CELEBRATE 75TH ANNIVERSARY IN CITY OF FIRST BOTTLE SOLD

*Daughter of Very First Customer On Hand to Celebrate and
showcase actual bottle – the first purchased in 1934*

Concord, NH – HUNDREDS BESIEGE LIQUOR STORES ON FIRST DAY. That was the headline of *The Manchester Union* in August of 1934; offering a glimpse of the many years of success of the New Hampshire Liquor Commission. August 17, 1934 was the opening day of business for what has become a 75-year tradition of great selection and critical revenues for the state of New Hampshire. This is how the reporter on the first day of business recorded history:

“...close to \$4,000 was passed over the counter, according to the best estimate obtainable, as New Hampshire residents sampled ‘hard stuff’ for the first time, legally, in 16 years. At the Nashua store, Alderman Joseph A. Therriault had the distinction of being the first to buy liquor at exactly 10 am. He purchased a bottle of wine...”

In fact, the Alderman purchased a 1929 vintage Medoc Supereur Bordeaux for \$1.40, a moment that was captured by a photographer that morning. Therriault’s family kept both the receipt, which was recorded 001, and bottle, safely cellared away for 75 years.

The Medoc winery is no longer in business, and a vintage Cabernet Sauvignon from that era is an incredible rarity, though it was in abundant supply on store shelves back in 1934. Seventy-five years later, the New Hampshire Liquor Commission (NHLC) celebrates that moment with a special ceremony in Nashua, where the first bottle was sold to Alderman Therriault. His daughter, Dorothy Charron, who still lives in Nashua, will be on hand to mark the event with the actual bottle her dad purchased that day.

On Monday, August 17, honorary event Chairwoman, Executive Councilor Debora Pignatelli, NHLC Chairman Mark Bodi, members of Alderman Therriault's family and distinguished guests will gather at the Coliseum Avenue Nashua Liquor Store to mark the exact moment 75 years ago when the first bottle was sold under the New Hampshire Liquor Commission banner. . "The Commission is a great source of revenue to our state but also allows us to maintain proper control over the sale and distribution of alcohol beverages," said Councilor Pignatelli. "It is a system that has worked well for three quarters of a century and one I hope continues for many, many years to come."

Commenting on her dad's historic purchase, Dorothy Charron said, "My father was proud to be the first customer of the New Hampshire Liquor Commission back in 1934, and I know he'd be honored to know he was a part of such an important part of New Hampshire's post-Prohibition history."

A collection of historical items from that day will be on display, including the picture of the first sale, the receipts, the price list of all spirits and wines on opening day in 1934 and clippings of the news coverage from that day. Customers will also be able to take advantage of a special 75th Anniversary Sale on select products. "We welcome the public to join us in our 75th Anniversary celebration. To mark this special occasion, we will be selling the 2005 Chateau de Macard Bordeaux Superieur for the 1934 price of \$1.40 cents, available to the first 200 customers at our Nashua Coliseum Avenue store," explains Chairman Bodi.

On August 17, 1934, three New Hampshire Liquor Stores opened for business in Nashua, Concord and Manchester. Reports from opening day described heavy volume of customer business, and clerks staying well past closing time to finish sales and tally receipts. It was a smooth day of sales and business, the only trouble being that customers had to fill out a separate sales receipt for every brand of liquor or wine that was purchased, making it a time-consuming process for clerks and customers alike. Reportedly, several hundred residents gathered in front of the three stores to witness the first day of sales following the repeal of Prohibition in late 1933. It was the start of what has consistently been a profitable and highly successful business enterprise for the state of New Hampshire.

“We want to thank our many customers over the years for making the NH Liquor Commission the success that it has become today,” says Chairman Bodi. “We look forward with great excitement to mark the moment of the very first sale in our state stores... and we are honored to play an important and significant role in generating revenues for our state and for Granite Staters.”

WHAT: 75TH ANNIVERSARY OF 1ST PURCHASE AT NH LIQUOR STORE

WHEN: AUGUST 17, 2009 – 10:00 AM

WHERE: NASHUA LIQUOR AND WINE OUTLET STORE, 27 COLISEUM AVENUE

WHO: EXECUTIVE COUNCILOR DEBORA PIGNATELLI, CHAIRMAN MARK BODI, DAUGHTER OF 1ST CUSTOMER, NASHUA LEADERS, NEW HAMPSHIRE OFFICIALS, AND FRIENDS

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 78 retail locations throughout the Granite State and serves more than 500,000 New Hampshire residents and tourists each year.