

## **THE NEW HAMPSHIRE LIQUOR AND WINE OUTLETS**

### **WHERE SELECTION AND VALUE BOTH TOP THE CHARTS AND THERE IS NEVER A TAX – EVER!**

Over the years, New Hampshire residents and those from surrounding states for miles around have chosen to shop for their wine and spirits at our conveniently located New Hampshire Liquor and Wine Outlet stores. This has not happened by accident, but by design, as the State Liquor Commission aggressively pursues a strategy that provides you with the best possible value and the most pleasant shopping experience.

Our buyers constantly strive to ensure that our stores are stocked with the most popular items in every price range as well as many specialty items that may have a small but loyal following. Each month we also have several new and exciting “test market” products. This enables customers to try new products and if the demand is there, we add them to our ever-growing list of offerings. Our spirits buyer, Rick, and our two wine buyers, Nicole and Gordon, are highly respected in the industry and ensure that we stock the best brands and keep up with the latest consumer trends. All told, this means that discriminating customers looking for the best selection always find a trip to our stores rewarding.

Our everyday prices on average are the lowest within a thousand miles and there are also many special sale items featured each month. This is due to the purchasing power New Hampshire enjoys from the large quantities we are able to order from our brokers and our prompt payments to suppliers. Occasionally a store in another state will offer a “loss leader” at a lower price to lure customers to their establishment, but this is a case for “buyer beware” because the advertised price does not include the substantial state or local tax that is added at the cash register. There is never a tax in New Hampshire, the “Live Free or Die” state. If you like to shop outlet stores for great buys in premium brands in clothing and other items, remember that New Hampshire Liquor and Wine Outlet stores are also called “outlets” for the same reasons – our prices are lower.

But there’s more to the savings than the prices listed on the shelves. If you are one of the many out-of-state visitors who frequent our stores, or if you have considered shopping here but wondered whether the savings would really be worth the drive, consider not only our everyday low price or the sales price that you have taken advantage of by shopping in New Hampshire, but you will have avoided a sales tax of 5% to 6.25% and a bottle bill tax that the other states add to your purchase at the register.

Because New Hampshire is a control state, the shopping experience tends to be both safer and more pleasant. We are constantly upgrading our stores, several each year, making them better lit, more attractive and capable of carrying an even larger and wider selection of products. Our new Merrimack and Manchester (North Side Plaza location) stores are great examples of what we would like all of our stores to look like in the future. All of our stores are designed to give a professional appearance as opposed to stores in some places where the ambience consists of glaring fluorescent signs and shabby surroundings that have customers glancing back over their shoulders when they enter and leave. Our sales associates are well trained, service oriented and their salaries do not depend on how much

product they sell. The overall experience discourages attempts by minors or intoxicated persons to make purchases and encourages shopping by discriminating users of our products because they know they will have that safe and pleasant experience – no matter which New Hampshire Liquor and Wine Outlet store they visit.

We wish to thank all of our loyal customers, both retail consumers and licensees, for allowing us to serve them, and we encourage first-time customers to come and visit our stores.