



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION



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Mark M. Bodi, Chairman | Patricia T. Russell, Commissioner | Richard E. Simard Commissioner

Contact: Scott Spradling
603-724-8092
scott@spradlinggroup.com

WHO SAYS IT'S NOT EASY BEING GREEN?

NH State Liquor and Wine Outlet Stores Feature “Green” Products and Offers “Bring a Bag, Save a Buck” to Celebrate Spring

Concord, NH – To help celebrate Earth Day 2009, the New Hampshire Liquor Commission is offering some unique new ways to save the environment and save a few bucks at the same time. The Commission is running two promotions this month, an “**Earth Friendly Wine Sale**” and “**Bring a Bag, Save a Buck**” offer. State Liquor and Wine Outlet stores are now offering more than a dozen wines that are organic, biodynamic, or use sustainable practices in production. These environmentally-friendly practices can be found at vineyards all around the world, and the wines are available right here in New Hampshire. Ranging from Chardonnay to Sauvignon Blanc and Pinot Noir, these wines will be on sale through April 26th. For a listing of wines on sale, visit www.nh.gov/liquor.

“There are many great wines that feature truly impressive and responsible production methods that are environmentally friendly, which yield exceptional quality in the finished process,” says Liquor Commission Chairman Mark Bodi. “It is our pleasure to highlight the vineyards and wineries that are not only making a great product, but making a real difference in protecting the environment.”

To coincide with this special promotion, the New Hampshire Liquor Commission is reviving “**Bring a Bag, Save a Buck**” from April 22-29. Customers who bring their own recycled bag to any New Hampshire Liquor and Wine Outlet will save a dollar on any purchase of \$10 dollars or more of wine or spirits. Last year, customers took great advantage of the event, and sales were brisk in the spring of 2008.

“This initiative is designed to encourage and reward customers who make a simple, but very important effort to recycle,” explains NHLC Chair Mark Bodi. “Granite Staters are known to cherish and want to preserve our environment, and this gives them another outlet to do so.”

The New Hampshire Liquor and Wine Outlets currently use roughly **14 million paper bags** every year. That’s enough bags to cover every book in the NH State Library 28 times! Reducing that amount of paper traffic is certainly worth a stop to peruse the state’s great selection of wines and spirits.

The initiative, which began last year, is part of a larger effort to support eco-friendly business practices at the New Hampshire Liquor Commission. On-going efforts include **energy audits** of all stores, requiring trucks to **stop idling during deliveries** and ensuring all future **outlet stores feature “green designs”** in their buildings.

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 State Liquor Commission operates 77 retail locations throughout the Granite State and serves more than 500,000 New Hampshire residents and tourists each year.