



# STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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## NEW HAMPSHIRE LIQUOR COMMISSION LEADS THE WAY IN RETAIL MERCHANDISING WITH NEW LEBANON STORE

CONCORD, NH – The New Hampshire Liquor Commission (NHLC) has brought the very latest in wine and spirit merchandising to the Upper Valley with its newly renovated and expanded New Hampshire Liquor & Wine Outlet in Lebanon. As part of NHLC’s goal to modernize Liquor & Wine Outlets statewide and increase sales, the store has more than doubled in size from 3,000 to 6,500 square feet in Centerra Marketplace across from Dartmouth-Hitchcock Medical Center, exit 18 off I-89.

“The Lebanon store now combines the best design aspects of our new Merrimack and Manchester stores while incorporating additional features that today’s consumers want and deserve,” explained NHLC Commissioner Joseph Mollica. “The open concept design, increased floor space and greater selection of products has created a more exciting and engaging shopping experience for our customers.”

Innovative features of the newly renovated Liquor & Wine Outlet rival retail stores nationally. The store’s contemporary design incorporates new energy efficient lighting and heating and cooling systems. Deeper shelf space creates room for additional product display resulting in open floor space and wider aisles. Free-standing shelving is curved to enhance product presentation and visibility. Two angled check-out counters ensure fast check-out and shorter lines with little interference to store traffic.

Customer feedback paved the way for a new wine presentation area with expanded domestic and imported wine selections. “The wine area combines great presentation with functionality,” stated Mollica. “We’re offering a much wider variety of premium wines and spirits at this store. Early customer reaction is tremendously enthusiastic.”

The new Lebanon store was designed and constructed by a special team of NHLC employees. The team has been responsible for the renovation and relocation of New Hampshire Liquor & Wine Outlets to-date with successful results in Gilford, Plaistow, Hampstead, Manchester, Merrimack and Lincoln. “By utilizing our own internal design and construction staff, we lower costs and enhance quality” Mollica explained.

The store will celebrate its official grand opening on Friday, November 5<sup>th</sup> at 2pm. The event will feature Executive Councilor Raymond Burton and New Hampshire Liquor Commissioners in addition to other state and local officials that will be onsite for the event.

**About the New Hampshire Liquor Commission**

The NHLC operates retail locations throughout the Granite State and serves more than 9 million customers each year. Visit [www.LiquorandWineOutlets.com](http://www.LiquorandWineOutlets.com) to locate a store, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras. More than \$2 billion in net profits have been raised for the state since the first store opened in 1934.

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