



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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Mark M. Bodi, Chairman | Joseph W. Mollica, Commissioner | Earl M. Sweeney, Acting Commissioner

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NEW HAMPSHIRE LIQUOR COMMISSION RELOCATES MANCHESTER STORE

CONCORD, NH – The New Hampshire Liquor Commission (NHLC) recently moved its New Hampshire Liquor & Wine Outlet in Manchester within North Side Plaza, exit 9 off I-93. The new store is located steps away from the old location at 1100 Bicentennial Drive. As part of NHLC’s goal to modernize facilities statewide, the new store incorporates amenities designed to enhance overall customer experience. The 7,200 square foot Liquor & Wine Outlet features a custom designed wine tasting center, a specialty wine area called Vineyard Collection, handsome wood shelving, and energy efficient LED lighting.

“The new Manchester store is a state-of-the-art, multi-functional space for shopping and in-store events,” explained NHLC Commissioner Joseph Mollica. “The open concept design, high visibility from the street and increased parking are much needed features that our customers will really appreciate.”

Innovative aspects of the store designed by NHLC employees create a more engaging shopping experience. Four check-out counters ensure faster checkout and shorter lines. Angled shelving and end units have enhanced product presentation and visibility. Deeper shelf space allows additional product display resulting in increased open floor space and larger aisles. The store is illuminated with contemporary overhead lighting, pendant and accent lights.

New wine elements were also created to encourage consumers to explore new products and promote wine education. In the Vineyard Collection area, consumers will find highly sought after wines from all over the world. A new Cellar Select rack displays wines that are selected monthly by NHLC wine experts for their exceptional quality and value. The wine tasting center will enhance *Friday Night Flights*, a free weekly wine tasting from 5pm to 7pm. This will provide an opportunity for the Manchester store to partner with local restaurants.

The store will celebrate its official grand opening on Tuesday, August 10th at 10am. Executive Councilor Raymond Wieczorek, New Hampshire Liquor Commissioners and other state and local officials 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 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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