NEW HAMPSHIRE LIQUOR COMMISSION

LICENSEE INFORMATION BOOKLET

www.nh.gov/liquor

www.liquorandwineoutlets.com
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Welcome to the New Hampshire Liquor Commission

We are committed to providing superior service to YOU, our valued customer. In this booklet, you will become familiar with ordering on-line, purchasing through the warehouse and purchasing at a Liquor & Wine Outlet store. Knowledge of how the NH Liquor Commission (NHLC) operates will help you maximize the profitability of the wine and spirits segment of your business and will make the ordering process quicker and easier.
General Information

This booklet will familiarize NH Licensees with the New Hampshire Liquor Commission (NHLC), purchasing and receiving your product, important contact information and website links to facilitate locating the answers to any questions that may arise. The following pages are guidelines to help you accomplish this.

To order online:
www.nhliquorandwine.com/

Outlet (retail) website:
www.liquorandwineoutlets.com/

New Hampshire Government/Liquor website:

New Products is located here:
https://www.nh.gov/liquor/newwholesale.shtml

Our Top Spirits and Wines is located here:
https://www.nh.gov/liquor/topwhsle.shtml

A complete licensee price list of products is located here:
nload&service=filedwnld&entry=pricelst
Customer Service

Prior to placing an order online, a logon-ID will be created and activated by the New Hampshire Liquor Commission’s Customer Service. Please call 603-230-7070 (Monday-Friday 8 am-4 pm). After you receive your logon-ID, you will be able to order product online at: www.nhliquorandwine.com.

You also can purchase product at any NH Liquor and Wine Outlet located throughout the state. To find a retail Outlet closest to you, visit:

www.liquorandwineoutlets.com

There may be a 24-hour delay before your license number will be recognized by our system so that you are able to purchase product at a Liquor and Wine Outlet.

Regular prices can change quarterly in February, May, August and November. Promotional sale prices may be for a limited time. Visit the above website for effective sale dates and other important information.
Accounts Receivable and Payments

To contact our Accounts Receivable Department call: 603-230-7053.
Once you have decided where to purchase your product, cash, Visa, Master Card, American Express, Discover and debit cards are all acceptable forms of payment at the Liquor and Wine Outlets.

To mail or to fax in a payment:
https://www.nh.gov/liquor/creditcards.shtml

To pay your account online:

All licenses can apply for a 15-day credit term:
https://www.nh.gov/liquor/crdtapp200.doc

Terms can be used for online ordering or at the retail outlets. Credit Terms are not required, however, orders from the warehouse require pre-payment prior to shipment.
Important Phone Numbers

NHLC Customer Service 603-230-7070
Credit Application and Make a Payment 603-230-7010
Licensing Questions 603-271-3523
General Questions-NHLC Receptionist 603-230-7015
Spirit Dept. Questions 603-230-7070
Wine Dept. Questions 603-230-7070
Licensee Questions 603-230-7070
IT Dept. for ICE logon-IDs 603-230-7000
DHL Warehouse Customer Service 1-855-521-5769
Purchasing Product Using Online Ordering

Product can be picked-up in person after ordering online or by choosing a “Will Call” order for pick-up at DHL Supply Chain (formerly Exel warehouse). Cash is not accepted as payment at the warehouse. Hours are 9am to 8pm daily. Call 1-855-521-5769 to confirm that your order is ready for pick-up. DHL will need 24 hours to fill your order.

**Single Bottle Purchases from the Warehouse**

Certain products are available for purchase as single bottles. Each single bottle has a $1.50 handling charge as of the date of this publication.

NOTE: The pricing you will be charged is based on your SHIPPING DATE, not the date you ordered.

If an error occurs at the warehouse and a “mispick” happens, (such as the NHLC code does not match the code on the case) and the item arrives at your establishment, contact DHL Supply chain warehouse, 1-855-521-5769 or email customerservice.nh@dhl.com within two days of receiving the product to arrange for a free exchange. Place the case(s) aside until the exchange
is complete. Typically, there is a two (2) day turn-around for trucking returns.

**Delivery and Trucking Information**

Product that was ordered online can be delivered from the DHL Supply Chain warehouse/distribution center in Bow using a third party trucking company. DHL Supply Chain is located at 1403 Route 3A, Bow, N.H. 03304. DHL Customer Service is 1-855-521-5769. Cash is not accepted as payment at the warehouse. Hours for pick-up only are Monday through Friday from 9am until 8pm.

Trucking Company Information:

When you first place an online order, you must select a carrier by clicking “select” on the shipping box menu. You will need to notify the carrier that you have selected them. You will need to discuss transportation details, their rates and payment terms with them. Typically, there is a three (3) day turnaround from the date you place your order to the date you will receive it.

It is important to note that not all trucking companies deliver to every area and not all delivery charges are the same. IMPORTANT: Your licensed carrier will be chosen prior to submitting your order.
Warehouse Returns and Credits

If other errors are detected such as user keying errors, incorrect code numbers, or a problem with the contents of the case, please notify the NHLC Customer Service at 603-230-7070 within ten (10) business days to arrange for a return for credit. Products should remain in its original shipped case with the original licensee shipping labels.

Credit will be issued to the licensee’s account when proof of return is received from DHL. A restocking fee of $1.50 per bottle, $6.00 per case or $15.00 per pallet will be deducted from the credit and will be added to the unit pricing on your invoice.

In all instances of product return, advanced notice and approval will be done by NHLC Customer Service to ensure proper licensee credit. Licensee number, invoice number, product code numbers and quantity of items to be returned are required for all return requests.

Unwanted inventory (other than described above) cannot be returned to the NHLC for credit or replacement. Inventory acquired from the purchase of a previous establishment cannot be returned. The NHLC Customer Service should be contacted at 603-230-7070 for any questions regarding a delivery. Typically, there is a (2) two day turnaround for trucking returns.
Damaged Shipments

If your shipment is received damaged, frozen or broken, you should notify your carrier and note detail of the damage on the papers you are asked to sign by the truck driver at time of delivery. You will also need to contact your carrier to file a claim for your loss.
Liquor and Wine Outlet (Retail) Purchases

If you have decided to purchase spirits and wines at any of our Liquor and Wine Outlets around the state or a combination of online ordering and retail, please be aware that there are some outlets that have limited product offerings and may vary by Outlet, while other Outlets are designated as a specialty store status. To facilitate your needs, speak with management of the Outlet store of your choice prior to purchasing. This will help you to receive the best service.

There are two (2) ways to purchase at an Outlet:
1. Purchase at the store and take it with you.
2. Pre-order by telephone or email your order to the Outlet of your choosing. Please give them ample time for the store to process your order.

In all circumstances, be prepared to show your licensing information. The Outlet team members will box your items for you prior to your arrival, please allow a minimum of 6 to 12 hours advance notice. All product names, NH codes, sizes and quantities are required prior to fulfilling your order via phone or email. ANYONE picking up an order at the Outlet must be pre-authorized using the below form:

Returning Product Purchased
at the Liquor and Wine Outlet (Retail)

• Requests for refunds or exchanges must be made within thirty (30) days of original purchase and accompanied by proper ID.

• Returned merchandise must be in its original condition and in its original, sealed container.

• Cash will be refunded for a return if the cumulative total of the return is one hundred dollars ($100.00) or less and is accompanied by the appropriate cash register receipt.

• Credit Card purchases will be refunded by crediting the account on which the purchase was made, when the return is accompanied by the appropriate cash register receipt.

• Customers requesting refunds or exchanges without a cash register receipt will be issued a New Hampshire Liquor Commission Merchandise Card in the dollar amount of the lowest price of the returned product in the last three months, up to a cumulative total of one hundred dollars ($100.00).

• All refunds which are outside of the parameters of this return policy must be submitted as a request for refund through our Store Operations for Commission approval.

*Please note:* Customers who have purchased for large events should speak to the Store Manager regarding the return and refund arrangements at the time of purchase.
On-Premise Licensee Information

On-Premise licensees will receive a 10% discount on single bottles as well as full cases purchased through the online ordering website. A $1.50 bottle pick surcharge will be added to all single bottles ordered.

On-Premise licensees who purchase at the outlets will purchase at retail pricing including products on-sale. There are many options of sales to choose from: Last Chance items (clearance items) OPB’s (Outlet Price Busters) and monthly retail sale items. Each month, On-Premise licensees can receive additional savings on select products. To receive this email that features special pricing, please contact marketing@liquor.nh.gov to receive our price list via email.
Off-Premise Licensee Information

Off-Premise Licensees who purchase through the warehouse will receive a 20% discount. Once the Licensee entity has purchased over $350,000 during NHLC’s fiscal year (July 1-June 30), the discount will be reduced to 15%. (An entity is defined as all licensed off-premise accounts owned by the same Corporation, LLC or business).

Purchases made at the NH Liquor and Wine Outlets receive a 15% discount off regular retail pricing. If shopping off the shelf at the store, the price will be FULL retail price without further discounts. Some pricing restrictions may apply.
Direct Shipping Permits

The New Hampshire Liquor Commission permits spirits, wine and beer to be shipped into New Hampshire as long as the direct shipper has obtained a permit from the Commission. The permit allows out of state companies to ship alcoholic beverages to citizens as well as NH Liquor Commission licensees.

Active Direct Shippers:

https://www.nh.gov/liquor/enforcement/licensing/direct-shipping.htm
Licensing, Enforcement and Training

House Policies and Best Practices Guidelines:

Enforcement and Licensing Documentation and Forms:
https://www.nh.gov/liquor/enforcement/docs-forms-permits/index.htm

Clubs and Lounges FAQ’s:
https://www.nh.gov/liquor/enforcement/faqs/club-lounge.htm

Liquor Laws and Rules:

All Licensing Questions:
https://www.nh.gov/liquor/enforcement/licensing/index.htm

Retail Online License Renewal:
https://www.nh.gov/liquor/enforcement/licensing/retail-online-renewal.htm

Education: T.E.A.M. and M.T.S.
https://www.nh.gov/liquor/enforcement/education/index.htm
Spirit and Wine Brokers and Suppliers

For a complete list of wine and spirit brokers-suppliers click here:

https://www.nh.gov/liquor/brkrna.shtml
Creating Reports Using
the Internet Commerce Enabler
(ICE)

Internet Commerce Enabler (ICE) is a web based portal into the Liquor Commissions database. It can be used for creating helpful reports for past and current purchases and obtaining receipt and invoice copies.

- For an ICE logon ID-call 603-230-7000

Instructions on how to use ICE:
https://ice.liquor.nh.gov/BIS/index.htm

Click on the Wholesale button to get a login screen.

Enter the User-Id, Department 42 and your Password. The first time in, it will ask for a new password.
Opening screen – Once signed on this screen is displayed:

The following tools are on this menu:

- **Current Status**: shows everything we have on your license including outstanding invoices.
- **Inventory**: shows the detail on a product and the inventory available at all locations (stores and warehouses).
- **Purchases**: shows your invoices or products purchased for a period.
- **File Downloads**: gives access to some static files.
Current Status gives this licensee status:

License Status

Names and addresses are here

ACCOUNTS RECEIVABLE

<table>
<thead>
<tr>
<th>Number</th>
<th>Date</th>
<th>Due</th>
<th>Open Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>90361381</td>
<td>20170130</td>
<td>20170214</td>
<td>2977.00</td>
</tr>
</tbody>
</table>

Print
Inventory will get a screen similar to this. Enter the brand code or a partial name and click on go.

Click on Details to get the detail information of the details of the product.
Brand Information

125L Jack Daniels No 7 Black 55°-70mL Proof: 50.0
Jack Daniels No 7 Black

Class: 116 TENNESSEE WHISKEY Status: A 1141024
Sub-Cl: Licensed: 909077
Vendor: 1128 BROWN-FORMAN CORP Case Extract: 1141024
Broker: 84555 MORRISON BOTT - ULTRA DEV Origin: TN
FOB: D
ShipOc: 004 DOW NW
ShipTo: 005 Dear Warehouse Logical Pack: 14
WHse: DUT02 Sub-Tax Pack: 1
Top Item:

Location: F Category 1. Warehouse
SPA#: NOT AVAILABLE
Lable:

Parent: 125L Jack Daniels No 7 Black 55°-70mL Proof: 50.0

Dimensions

Bottle Height: 0.00 Case Height: 0.00 Cases/Pallet: 56
Width: 0.00 Width: 0.00 Cases/Tier: 0
Depth: 0.00 Length: 0.00 Weight/Cases: 0.00

Source

TODAY 170201 170201 B 12.89 311.76 12.89 11.04 11.85 24

Whse
Prices Effective .7. On Premise . Off Premise . Agency

TODAY 170201 170201 B 12.49 280.85 11.89 249.42 10.49 286.82

OTIN

5CC: 0

GTIN Code . Added

02284083061 385200

Print
Close
Click on Inventory to get the detail information of the details of the product.

<table>
<thead>
<tr>
<th>Product Inventory</th>
</tr>
</thead>
</table>

**1231 Jack Daniels No 7 Black 375mL**

<table>
<thead>
<tr>
<th>Price Type</th>
<th>Today's Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Bottle Price</td>
<td>12.99</td>
</tr>
<tr>
<td>Retail Case Price</td>
<td>311.76</td>
</tr>
<tr>
<td>Off-Premise Store Price</td>
<td>11.04</td>
</tr>
<tr>
<td>On-Premise Warehouse Case Price</td>
<td>280.58</td>
</tr>
<tr>
<td>Off-Premise Warehouse Case Price</td>
<td>245.41</td>
</tr>
</tbody>
</table>

Inventory at close of business yesterday.

Please contact the store that has the bottle(s) you are looking for before you attempt to pick it up to confirm that it is available for you to purchase. In some instances, products may be on hold for other customers but may still show in the stores inventory.

<table>
<thead>
<tr>
<th>Stores</th>
<th>On Hand Bottles</th>
<th>On Order Bottles</th>
</tr>
</thead>
<tbody>
<tr>
<td>46 - Ashland</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>55 - Bedford</td>
<td>46</td>
<td>24</td>
</tr>
<tr>
<td>75 - Belmont</td>
<td>23</td>
<td>0</td>
</tr>
<tr>
<td>63 - Winchester</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>39 - Wolfeboro</td>
<td>25</td>
<td>0</td>
</tr>
<tr>
<td>16 - Woodsville</td>
<td>5</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Bottles: 2568

<table>
<thead>
<tr>
<th>Warehouse</th>
<th>On Hand Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>803 - Exel Bow</td>
<td>240</td>
</tr>
</tbody>
</table>

Total Cases: 240
The Purchases link on the tool page brings up this screen where the type of query and date range can be entered. The longer the date range the longer the query takes.

The above query gets this response which is a total of each brand purchased in December.

A click on one of the brand codes gets this result showing the invoices that brand was on. If in the initial screen the Invoice button was selected, the screen would look the same but may show more invoices.

A click on one of the invoices would bring up this screen showing all the items on that invoice.
Note that all of these screens may have more lines than can be shown. The >> Next button will show the next screen.

The File Downloads link from the Tools Menu screen gets this sub-menu with all the folders available. Clicking on one of these will show a list of the files available.
Frequently Asked Questions-FAQ’s

Online FAQ’s:

https://www.nh.gov/liquor/enforcement/faqs/club-lounge.htm
Quick Website Links

Online ordering website:
www.nhliquorandwine.com

Retail website:
www.liquorandwineoutlets.com/

New Hampshire Government and Liquor website:
https://www.nh.gov/liquor