

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 online, purchasing through the warehouse, and purchasing at a New Hampshire Liquor & Wine Outlet. Knowledge of how the New Hampshire 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:

<https://www.nh.gov/liquor/index.shtml>

New Products are located here:

<https://www.nh.gov/liquor/newwholesale.shtml>

Our Top Spirits and Wines are located here:

<https://www.nh.gov/liquor/topwhsle.shtml>

A complete licensee price list of products is located here:

[Licensee Price List](#)

Customer Service

Prior to placing an order online, a login-ID will be created and activated by the New Hampshire Liquor Commission's Customer Service. Please call 603-230-7070 (Monday-Friday 8:00am-4:30pm). After you receive your login-ID, you will be able to order product online at:

www.nhliquorandwine.com.

You also can purchase product at any NH Liquor & 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 & Wine Outlet.

Regular prices can change quarterly in January, April, July, and October. 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, MasterCard, American Express, Discover and debit cards are all acceptable forms of payment at the New Hampshire Liquor & Wine Outlets.

To mail or to fax in a payment:

<https://www.nh.gov/liquor/creditcards.shtml>

To pay your account online:

<https://ice.liquor.nh.gov/public/default.asp?category=webeps&service=icepayinvc>

All licensees 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
Finance: Credit Application, Make a Payment	603-230-7053
Enforcement: Licensing Questions	603-271-3523
General Questions-NHLC Receptionist	603-230-7015
Spirit Department Questions	603-230-7070
Wine Department Questions	603-230-7070
Licensee Questions	603-230-7051
IT Department for ICE logon-IDs	603-230-7000
DHL Warehouse Customer Service	603-573-4187

Purchasing Product - Online Ordering



The screenshot shows the New Hampshire Liquor Commission Licensee Order Management website. At the top left is a red circular logo with the text "NEW HAMPSHIRE OUTLET LIQUOR & WINE". To the right of the logo is the text "New Hampshire Liquor Commission Licensee Order Management". Below this is a navigation menu with links: "Place an order", "Order Status", "Shopping Lists", "Make a payment", "Control Panel", and "Help FAQ". The main content area is a purple box with the heading "Login". Below the heading is the text "You are not logged in." followed by two input fields: "Login Name or Email Address :" and "Password :". A "Login" button is located below the password field.

Product can be picked-up in person after ordering online or by choosing a “Will Call” order for pick-up at DHL Warehouse. Cash is not accepted as payment at the warehouse. Hours are 9:00am to 8:00pm daily. Call 603-573-4187 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 “mis pick” happens, (such as the NHLC code does not match the code on the case) and the item arrives at your establishment, contact DHL at DHL Warehouse, 603-573-4187 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 603-573-4187.

Cash is not accepted as payment at the warehouse. Hours for pick-up are Monday through Friday from 9:00am until 8:00pm.

Trucking Company Information:

<https://www.nh.gov/liquor/truckingcompanies.shtml>

1

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 trucking company must 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 Licensee Specialist at 603-230-7051 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 Licensee Specialist 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 Licensee Specialist should be contacted at 603-230-7051 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, you should notify your carrier immediately 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 & Wine Outlet (Retail) Purchases

If you have decided to purchase spirits and wines at any of our Liquor & 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. 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:

<https://www.liquorandwineoutlets.com/Portals/0/PDFs/Licensee%20Credit%20Application/PRCPICUP.pdf>

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

- Requests for refunds or exchanges must be made within thirty (30) days of original purchase and accompanied by proper ID and receipt.
- 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), OPBs (Outlet Price Busters), and monthly retail sale items. Each month, On-Premise licensees can receive additional savings on select products. To receive the email that features special pricing, please contact elizabeth.a.hallee@liquor.nh.gov to subscribe.

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 a New Hampshire Liquor & Wine Outlet will receive a 15% discount off regular retail pricing. The Off-Premise Licensee will not receive any sale pricing on products purchased at the outlet. Some pricing restrictions 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.

Direct Shipper Permit:

[Direct Shipper Permit | Auditing | NH Liquor Commission, Division of Enforcement](#)

Licensing, Enforcement and Training

The Division of Enforcement and Licensing want to create a solid foundation of education to not only help work towards eliminating underage drinking, but also keep our roadways safe and minimize impaired driving. Reducing and eliminating incidents of underage drinking and impaired driving starts with a great education component and fortifying the need to make good choices.

Along with enforcing state liquor laws, the NHLC Division of Enforcement and Licensing is dedicated to educating license holders about the state's liquor laws and statutes, along with the legal, financial, social and health risks of abusing alcohol. The NHLC Division of Enforcement and Licensing hosts a monthly schedule of alcohol awareness events and trainings aimed at generating awareness for employees, restaurant owners, managers, and the public. Please visit these portions of our website to learn more about the different disciplines which are incorporated within our division.

House Policies and Best Practices Guidelines:

<https://www.nh.gov/liquor/enforcement/education/house-policies/documents/house-policies.pdf>

Enforcement and Licensing Documentation and Forms:

Licensing Forms and Resources:

<https://www.nh.gov/liquor/enforcement/licensing/forms-resources.htm>

NH Tobacco Laws and Your Business:

<https://www.nh.gov/liquor/enforcement/laws-rules/tobacco-laws.htm>

Clubs and Lounges FAQs:

<https://www.nh.gov/liquor/enforcement/faqs/club-lounge.htm>

Liquor Laws and Rules:

<https://www.nh.gov/liquor/enforcement/laws-rules/index.htm>

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:

<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 New Hampshire Liquor Commission 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.

The screenshot shows the New Hampshire Liquor Commission website. At the top, it says "NEW HAMPSHIRE Liquor Commission". Below that, there are "Interactive Tools" buttons for "Wholesale" and "Supplier". A sidebar on the left contains a menu with links: NH Gov, Home, Product, Promotions, Stores, Marketing, Wholesale, Licensing, Education, Enforcement, Related Links, Buyers Beware, and About us. At the bottom of the page, there is a URL: http://www.nh.gov/liquor/ice_index.shtml and a copyright notice: Copyright (c) State of New Hampshire, 2005.

Below the main content, there is a section for "Unisys Internet Commerce Enabler" with the Unisys logo. It says "You are signing on to New Hampshire Internet Commerce Enabler". Underneath, there is a login form with the following fields:

Please enter

User-Id:	<input type="text"/>
Department:	<input type="text"/>
Password:	<input type="password"/>

Change password

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 of time.
- **File Downloads:** gives access to some static files.

Current Status gives this licensee status:

License Status

Sign Off **Tools** **Print**

LICENSE: [REDACTED] APPLICATION: RESTAURANT
EFFECTIVE: 170101 - 171231 TYPE: COCKTAIL LOUNGE
STATUS: YEAR ROUND
STATUS DATE: 080104 S-P-I DATE: 071219
PHONE: [REDACTED] MTS DATE: 080212
MTS PERSON: [REDACTED]
MTS WARNING: 080130

TERMS: Net 15 days CHECK LIMIT: 10000.00
CREDIT STORES: 50 53 69 CREDIT BALANCE: 7023.00
OVERDUE AMOUNT:

APPLICANT:

BUSINESS:

MAILING:

BILLING:

UPS:

Names and addresses are here

ACCOUNTS RECEIVABLE

Pending	Number	Date	Due	Open Amount
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There are no items pending

Current Receivable	Number	Date	Due	Open Amount
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Invoice	90361381	20170130	20170214	2977.00
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Print

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

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

The screenshot shows the 'NEW HAMPSHIRE Liquor Commission' website. The page title is 'Product Locator Result'. On the left is a navigation menu with links: 'NH.Gov Home', 'Enforcement & Licensing', 'Duties', 'Wholesale', 'About us', 'Employment', 'Opportunities', 'Related Links', and 'Contact Us'. The main content area has a 'Sign Off' button and a 'Tools' button. Below these is a table of products:

Description	Click for	Click for
1233 Jack Daniels No 7 Black 1.75L	Details	Inventory
1295 Jack Daniels No 7 Black 100mL	Details	Inventory
1231 Jack Daniels No 7 Black 375mL	Details	Inventory
1232 Jack Daniels No 7 Black 750mL	Details	Inventory
811 Jack Daniels No 7 Black Liter	Details	Inventory
8033 Jack Daniels No 7 Black Label 50mL	Details	Inventory
2131 Jack Daniels No 7 Black Traveler 375mL	Details	Inventory

Below the table is a 'Product Locator' section with a search input field containing 'Jack daniels No 7' and a 'Go' button. A 'TOP' link is also present. At the bottom, there is a footer with navigation links: 'Home', 'About Us', 'Wholesale', 'Duties', 'Employment', 'Opportunities', 'Related Links', 'Contact Us', and 'Site Map'. The copyright notice reads 'Copyright (c) State of New Hampshire, 2017'.

Brand Information

Print

1231 Jack Daniels No 7 Black GG-975mL Proof#: 80.0
Jack Daniels No 7 Black

Class: 114	TENNESSEE WHISKEY	Status: A	121024
Sub-Cl:		Listed: 900917	
Vendor: 1128	BROWN-FORMAN CORP	Full Distribution: 900924	
Broker: 34538	HORIZON BEV -ULTRA DIV	Last EFSS: 121024	
		Origin: TN	
		FOS: D	
ShipPnt: 803	BOW NH	Logical Pack: 24	
DelPnt: 803	Exel Warehouse	Physical Pack: 24	
WhseLoc: FVT03		Sub-Pack Pack: 1	
		Top Item:	

LocAvl: F Category 1, Warehouse
CustAvl: E Retail, Agency, On Premise
SPkAvl: NOT AVAILABLE
Label:

Parent: 1232 Jack Daniels No 7 Black EE-750mL Proof#: 80.0

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/Case: 38.50

Store

Prices	Effective	.T.	Retail	.Retail	.On Prem.	OffPrem.	Agency	.S.	Status
	Start.	End	.p.	SubPack	.Case	.Bottle	.Bottle	.t.	Date
	=====	=====	=====	=====	=====	=====	=====	=====	=====
TODAY	170201	170201	R	12.99	311.76	12.99	11.04	11.95	24

Whse

Prices	Effective	.T.	On	Premise	. Off	Premise	. Agency
	Start.	End	.p.	SubPack	.Case	.SubPack	.Case
	=====	=====	=====	=====	=====	=====	=====
TODAY	170201	170201	R	12.19	280.55	11.89	249.41
				12.45	286.82		

GTIN

	. Date	SCC:	0
GTIN Code	. Added		
=====	=====		
8218409051	050503		

Print

Close

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

Liquor Commission
NEW HAMPSHIRE

Product Inventory

Print

1231 Jack Daniels No 7 Black 375mL

Price Type	Today's Price
Retail Bottle Price	12.99
Retail Case Price	311.76
Off-Premise Store Price	11.04
On-Premise Warehouse Case Price	280.58
Off-Premise Warehouse Case Price	249.41

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.

Stores	On Hand Bottles	On Order Bottles
46 - Ashland	0	0
55 - Bedford	46	24
75 - Belmont	23	0

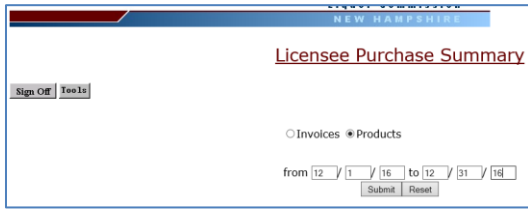


63 - Winchester	18	0
39 - Wolfeboro	25	0
16 - Woodsville	5	0
Total Bottles	2568	240
Warehouse	On Hand Cases	
803 - Exel Bow	240	
Total Cases	240	

Print

Close

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.

Brand	Name	Size	Bottles	Amount
126	Grey Goose Vodka	Liter	36	1033.80
188	Capt Morgan Parrot Bay Mango	Liter	4	59.96
207	Smirnoff Pomegranate	Liter	1	14.54
298	Old Mexico Blanco Tequila	Liter	48	366.76
305	Crown Royal Canadian Whisky	Liter	14	373.66
361	Effen Cucumber Vodka	750mL	3	62.47
377	Hendrick's Gin	Liter	2	71.38
388	Smirnoff 80 Proof	Liter	3	43.62
415	Jose Cuervo Especial	Liter	24	474.98
419	Absolut Citron	Liter	2	42.58
482	Absolut 80 Proof	Liter	36	761.07
485	Seagrams 7 Crown	Liter	10	131.90
497	Capt Morgan Spiced Rum	Liter	36	647.67
508	Bacardi Superior Rum	Liter	24	321.08
547	DeKuyper Buttershots	Liter	1	13.19
548	DeKuyper Amaretto	Liter	12	115.08
567	Ketel One Vodka	Liter	24	626.18
597	Baileys Irish Cream	Liter	12	320.28
598	Stolichnaya Ohranj Orange	Liter	2	47.98
599	Stolichnaya Razberi	Liter	24	539.78
600	McCormick Gin	Liter	12	96.72
601	McCormick Vodka	Liter	48	301.96
602	McCormick Blended Whiskey	Liter	11	88.66
604	McCormick Silver Rum	Liter	23	179.17
644	Amaretto DiSaronno	Liter	2	53.38

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.

Invoice	Date	Loc	Bottles	Amount
90351973	161128	903	12	91.69
90355308	161219	903	12	91.69
90357367	170103	903	12	91.69
90359307	170116	903	12	91.69

Note that all of these screens may have more lines than can be shown. The >> Next button will show the next screen.

Records 1 to 25 of 57 | Options | License Invoice Inquiry LOC:903 INVOICE:903

Brand	Description	Size	Bottles	Amount
126	Grey Goose Vodka	Liter 5	6	170.05
188	Captain Morgan Parrot Bay Mango Rum	Liter 5	2	29.98
298	Old Mexico Blanco Tequila	Liter 5	12	91.69
305	Crown Royal Canadian Whiskey	Liter 5	2	53.38
419	Absolut Citron	Liter 5	1	21.29
485	Seagrams 7 Crown	Liter 5	1	13.19
508	Bacardi Superior Light Rum	Liter 5	12	167.29
548	DeKuyper Amaretto Silk Signature	Liter 5	2	19.18
567	Ketel One Vodka	Liter 5	12	313.09
597	Balleys Irish Cream	Liter 5	1	26.69
600	McCormick Gin	Liter 5	3	24.18
602	McCormick Blended Whiskey	Liter 5	1	8.06
604	McCormick Silver Rum	Liter 5	3	23.37
654	McCormick Citrus Vodka	Liter 5	1	7.79
666	McCormick Raspberry Vodka	Liter 5	1	7.79
758	Cointreau Liqueur	Liter 5	6	205.15
764	Sminoff Blueberry Vodka	Liter 5	1	14.54
800	Jameson Irish Whiskey	Liter 5	3	93.57
809	Southern Comfort	Liter 5	1	19.49
821	Grand Marnier	Liter 5	1	36.59
822	Tanqueray	Liter 5	2	51.58
825	Johnnie Walker Black Label	Liter 5	2	78.58
854	Seagrams VO Canadian Whiskey	Liter 5	2	31.78
857	Kahlua	Liter 5	1	24.49
858	Canadian Club 1858	Liter 5	1	13.49

The File Downloads link from the Tools Menu screen shows this sub-menu with all the folders available. Clicking on one of these will show a list of the files available.

Frequently Asked Questions-FAQs

Online FAQs:

Beer, Wine, and Liquor Tastings FAQs:

<https://www.nh.gov/liquor/enforcement/auditing/tastings.htm>

Useful Website Links

Online ordering website:

www.nhliquorandwine.com

Retail website:

www.liquorandwineoutlets.com/

New Hampshire Government and Liquor website:

<https://www.nh.gov/liquor>

Follow us on Social Media

Facebook, Instagram, and Twitter: @nhliquorwine

YouTube: @nhliquorandwine

