



NEW HAMPSHIRE LIQUOR COMMISSION

Division of Enforcement, Licensing and Education

Industry Circular

Number 2020-03

Issued February 6, 2020

Relative and Applicable Statutes and Rules:

RSA 179:33; Liq. 506.09

Relative to Product Approvals

1. Purpose

The New Hampshire Liquor Commission, Division of Enforcement and Licensing (Commission) provides the following information relative to the requirements of a Beverage Vendor license as it pertains to RSA 179:33 Sizes of Beer Containers; Promotions; Notification.

The intent of this industry-wide communication is to introduce a Product Approval informational document in order to standardize the information submitted to the commission and increase efficiency with product approvals.

2. Discussion

NH RSA 179:33 **Sizes of Beer Containers; Promotions; Notification** states:

“Holders of beverage vendor, brew pub, nano brewery, or beverage manufacturer licenses shall have their packaging or containers specifically approved by the commission and shall be fined \$250 for each packaging or container violation. Container and packaging approval shall not require delivery of a physical sample unless the commission determines a physical sample is necessary for approval.” (RSA 179:33, I)

Liq 506.09 Registration; Territories states:

“Beverage vendors, brew pubs, and beverage manufacturers shall provide the commission with the following information to receive approval for the brand of beverage and package size prior to shipping into or selling any beverage within the state:

- (a) A copy of the label;
- (b) A copy of the federal label approval, if required, to produce such label;



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- (c) A certified alcoholic content analysis performed at 60 degrees Fahrenheit by volume;
 - (d) Package size approval requests;
 - (e) A copy of all territorial agreements between the vendor and the wholesale distributors, or a list of the towns in which the brew pub or beverage manufacturer will sell its own brands; and
 - (f) Any other information which might be required by federal law, rule, or state statute.”

Source. (See Revision note at chapter heading for Liq 500) #5043, eff 1-11-91; ss and moved by #6391, eff 11-28-96 (from Liq 506.10), EXPIRED: 11-28-04
New. #8450, eff 10-21-05; ss by #10647, eff 7-24-14

In an effort to standardize the information submitted to the commission for product approvals, it is requested that all Beverage Vendors utilize the “Beverage Vendor Product Approval Information” document that can be found on the Division of Enforcement & Licensing website at <https://www.nh.gov/liquor/enforcement/docs-forms-permits/index.htm>. It is the intent of the commission to streamline this process, thus making the product approval processes more efficient and reducing the time product approvals are granted.

3. Questions Presented to the Division of Enforcement:

Q. As a holder of a Beverage Vendor license, where can I obtain the “Beverage Vendor Product Approval Information” document?

A. The document can be located on the Division of Enforcement & Licensing website at <https://www.nh.gov/liquor/enforcement/docs-forms-permits/index.htm>.

Q. As a holder of a Beverage Vendor license, how do I submit the “Beverage Vendor Product Approval Information” document?

A. Please submit the completed document to audit@liquor.nh.gov. There is a “Submit” icon on the bottom right-hand corner of the document that will automatically generate an email to the auditing unit.

Q. Who should I contact if I have more questions?

A. Please contact the Division of Enforcement auditing unit at 603-271-2039 to have your questions answered.