



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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Joseph W. Mollica, Chairman | Mark M. Bodi, Commissioner | Michael R. Milligan, Commissioner

Contact: Kristin Hagerman
603-647-8606

kristinh@evradvertising.com

NEW NASHUA STORE OPENS ITS DOORS BEHIND EXISTING NEW HAMPSHIRE LIQUOR & WINE OUTLET

Coliseum Avenue store offers an expanded selection and enhanced shopping experience

CONCORD, NH – After months of anticipation and a tremendously successful close-out inventory sale, Nashua residents will say goodbye to the existing New Hampshire Liquor & Wine Outlet on Coliseum Avenue and hello to a new state-of-the-art store located directly behind the old facility. At 20,000 square feet, the New Hampshire Liquor & Wine Outlet is the New Hampshire Liquor Commission's (NHLC) largest store and reaches a new eco-friendly green standard. It features the biggest assortment of products in one location with over 1,200 spirits and 2,500 wines which includes an expanded Italian wine selection.

“Our first store opened in Nashua over 75 years ago and now we’re inaugurating our most spectacular New Hampshire Liquor & Wine Outlet to-date,” explained NHLC Chairman Joseph Mollica. “This store offers a much wider variety of products so no matter where consumers live, it is definitely worth the trip.”

The New Hampshire Liquor Commission has brought the very latest in wine and spirit merchandising to Coliseum Avenue as part of their goal to modernize facilities statewide. The store’s contemporary design incorporates handsome wood shelving and energy efficient LED lighting. A new wine presentation area called Vineyard Collection enables shoppers to easily browse domestic and imported wines from all over the world. The store will host free weekly wine tastings at a display produced with local granite.

The building’s design also incorporates ecologically friendly features including solar panels, recycled materials and geo-thermal heating and cooling systems. The New Hampshire Liquor & Wine Outlet’s landscaping will be comprised of local plants and grasses that require no irrigation. The project has been registered with the U.S. Green Building Council with the certification goal of LEED gold.

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NHLC has been responsible for the renovation and relocation of several New Hampshire Liquor & Wine Outlets to-date with successful results in Peterborough, Gilford, Plaistow, Hampstead, Manchester, Merrimack, Lincoln and Lebanon.

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. NHLC is expecting to net an additional \$2 billion for the state in the next ten years.

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