



# STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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## **NEW PORTSMOUTH STORE IS STEPS AWAY AND A WORLD APART**

*New Hampshire Liquor Commission relocates Liquor & Wine Outlet to the front of Plaza 800 and offers an enhanced shopping experience.*

CONCORD, NH – Residents and visitors to the seacoast can experience the very latest in wine and spirit merchandising in Portsmouth. The New Hampshire Liquor Commission (NHLC) has moved its Islington Street New Hampshire Liquor and Wine Outlet within Plaza 800 into the former Blockbuster Video location, adjacent to Sherwin Williams, as part of their goal to modernize facilities statewide. The store features state-of-the-art amenities and an expanded selection of spirits and wines.

The New Hampshire Liquor and Wine Outlet in Portsmouth is the first redesigned store on the seacoast. The long-awaited move garnered the store 30% more space. Its contemporary design incorporates handsome wood shelving and is illuminated by energy-efficient light fixtures.

“We have literally moved right across the parking lot but it is miles ahead in terms of its shopping experience,” explained New Hampshire Liquor Commission Chairman Joseph Mollica. “Our Islington Street store is a perfect example of how we can improve the shopping experience for our customers with a more convenient location, open concept design and an expanded selection.”

As part of their grand opening celebration, there will be an upcoming open house that will feature select products on sale.

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### **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](http://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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