



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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

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NEW HAMPSHIRE LIQUOR COMMISSION ANNOUNCES PARTNERSHIP WITH E.J. GALLO'S "GALLO WINE ACADEMY"

Program provides a unique learning tool for New Hampshire Liquor & Wine Outlet employees

CONCORD, NH – The New Hampshire Liquor Commission and E.J. Gallo recently announced a wine education plan for New Hampshire Liquor & Wine Outlet employees utilizing Gallo Wine Academy. Designed as comprehensive workshops, the online program provides employees with educational training to enhance their overall wine knowledge and customer service skills. The New Hampshire Liquor Commission will launch the curriculum in stages starting September 15th.

"Our goal is to increase the level of customer service to the highest degree at New Hampshire Liquor & Wine Outlets," stated New Hampshire Liquor Commission Chairman Joseph Mollica. "We are in the customer service business. It is necessary that the more sophisticated our wine consumers become, the more knowledgeable our store employees must become in order to better serve them."

The Gallo Wine Academy provides a significant training-ground for New Hampshire Liquor & Wine Outlet employees to tap into at work or at home. Accessed through a micro site, the program guides store employees through levels of information starting with basic training to very advanced and origin-specific development. The New Hampshire Liquor Commission will track employees' individual results to monitor their progress as it relates to the overall growth of the organization. Employees will receive a certificate upon completion of the program.

New Hampshire Liquor Commission Wine Merchandising Specialist, Gordon Heins, will lead the educational development effort. Heins explained that the commission "sees the program as an incredible opportunity to train store employees effectively in an ongoing manner."

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 has been raised since the first store opened in 1934. NHLC is expecting to net an additional \$1 billion for the state in the next ten years.

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