



# 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 COOPERATIVE EDUCATION & IMPORT COLLABORATION WITH ITALIAN TRADE COMMISSION**

*Consumers can learn about Italian products through free in-store tastings and educational materials*

**CONCORD, NH** – The New Hampshire Liquor Commission recently announced a collaborative education and import assistance agreement with the Italian Trade Commission. The Italian Government agency is entrusted with the development, facilitation and promotion of trade between Italy and other countries around the world.

The Italian Trade Commission is assisting the New Hampshire Liquor Commission with its educational efforts surrounding Italian wines and spirits as part of the agreement. The program highlights these products by incorporating consumer tastings and in-store educational materials at select stores. At New Hampshire Liquor & Wine Outlets, consumers have access to over 700 fine Italian wines and more than 65 spirits.

New Hampshire Liquor Commission Chairman Joseph Mollica explained that the collaboration presents an opportunity for consumers to expand their palate while learning about Italy's wine and spirit producing regions. "There's been phenomenal growth in the popularity of Italian products and we are proud of the vast selection consumers can find at New Hampshire Liquor & Wine Outlets," stated Mollica. "Our goal is to have the most diverse selection of Italian wines in the country and our continuing collaboration with the Italian Trade Commission will bring us very close to that goal. The more our customers learn about wine and food pairings, the more confident they'll be in making great wine choices."

Chairman Mollica added that the new 20,000 square foot store that recently opened on Coliseum Avenue in Nashua, NH, has been selected as the retail outlet which will carry Italian wines from every important wine region of Italy.

In addition to educating consumers, the Italian Trade Commission's VINO DIRECT program has expanded acquisition possibilities for New Hampshire enhancing its ability to import new wines directly from Italian producers. "There are thousands of low volume but high quality Italian wines that simply are beyond the reach of New Hampshire consumers and the U.S. market right now," said Mollica. "Through this Italian Trade Commission initiative, we have already had some exciting success obtaining fabulous new wines from boutique Italian wineries that in the past were simply unattainable. We are excited to broaden this program."

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Aniello Musella, Trade Commissioner and Executive Director for the USA, commented “It has been a privilege for the Italian Trade Commission to partner with the New Hampshire Liquor Commission for this Italian wine and spirit education and appreciation campaign. The plentiful selection of Italian wines and spirits available at New Hampshire Liquor & Wine Outlets affords consumers the opportunity to learn more about the quality and diversity of Italian wine and spirit offerings. Customers are learning that there really is an Italian wine and spirit style for every cuisine, occasion and taste preference!”

#### **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 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.

#### **About the Ministry of Economic Development.**

Thanks to the integration of International Commerce and Communications, the Ministry of Economic Development now possesses all the necessary tools for allowing key factors affecting the country's economic growth – investment promotion, innovation, energy, new communication technologies, internationalization – to be managed in a unified and integrated way. Supporting the Italian economic system beyond the country's borders is a top priority and this will see Italy launching a new export and investment challenge. The opening up of markets will bring about great development opportunities for the Italian economy. Italy can seize these opportunities by reinforcing its presence abroad through increasingly integrated promotion and financial activities. The Ministry of Economic Development is committed to achieving this goal.

#### **About the Italian Trade Commission- ICE**

The Italian Trade Commission-ICE is the Italian government agency entrusted with the development, facilitation and promotion of trade between Italy and other countries in the world. Its mission is to support the internationalization of Italian firms and their consolidation in foreign markets. Through a network of 111 offices in 84 countries, of which 5 are located in the United States, The Italian Trade Commission is the most authoritative ambassador of Made in Italy excellence in the world. For more information visit <http://www.italtrade.com>.

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