

## AGENCY

The **New Hampshire Liquor Commission (NHLC)** is a state agency that regulates the manufacture, importation, warehousing, and sale of alcoholic beverages. The NHLC is a wholesaler and retailer for all wine and spirits. It is sole retailer of spirits in New Hampshire. The NHLC also licenses and regulates sales by on-premise and off-premise establishments, carriers, direct shippers, liquor wine representatives, and beverage vendors. It also enforces liquor laws.

State of NH  
NHLC

## WET and DRY COUNTIES

State law allows local jurisdictions to hold public referendums and/or approve local laws or regulations on alcohol sales.

All counties in the state are wet. The town of Ellsworth remains dry.

Over 21+ Populat - July2021  
(Census.gov) **1,077,857**

## TOTAL REVENUE

With no sales or income tax, New Hampshire relies heavily on NHLC to deliver critical revenues to the state.

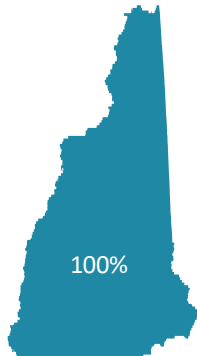
NH distributes its net revenue into one category:

\$153.5 million - Transferred to the General Fund

(Includes: Education, Health & Social Services, Transportation, and National Resource Protection)

\$10.3 million - NH Alcohol Abuse and Prevention Fund - Alcohol education and abuse prevention and treatment programs

\$8.8 million - Granite Advantage Health Care Program - Medical assistance to low-income NH residents



Figures are from 2022

## HISTORY

Since the first NH Liquor & Wine Outlet opened in 1934, more than \$4 billion in net profits has been raised to fund programs including education, health and social services, transportation, natural resource protection, addiction treatment and prevention programs. NHLC contributed nearly \$172.6 million in support of these programs in Fiscal Year 2022.


NHLC is comprised of three divisions: Division of Enforcement, Licensing and Education; Division of Markets and Sales; and Division of Administration. NHLC is led by a Chairman and a Deputy Commissioner.

## ENFORCEMENT

NHLC's Division of Enforcement and Licensing is charged with ensuring compliance with the alcohol beverage control (ABC) and tobacco laws and administrative rules in the state.

The Division also functions as NHLC's internal security arm including the prevention, investigation and prosecution of internal and external theft, investigation of crimes and accidents occurring on property owned or occupied by NHLC, and investigation of such other matters as may be assigned by NHLC.

**\$172,600,000**  
FY 2022 Total Revenue



More than \$4 billion in net profits has been raised since the first store opened in 1934.

## DISTRIBUTION

The Division of Marketing, Merchandising & Warehousing oversees the NHLC's functions related to marketing, merchandising, purchasing, store operations, warehousing and distribution.

The NHLC controls the distribution of alcoholic beverages in the state through retail and wholesale. The NHLC operates 66 retail stores located throughout the state. The NHLC maintains a warehouse at its headquarters in Concord, NH as well as a bailment warehouse in the neighboring town of Bow. The NHLC ships from these warehouses to its licensees on a wholesale basis.

Does jurisdiction allow direct shipping of wine?



Estimated tax per standard drink:

**SPIRITS: -\$0.028**  
**WINE: \$0.019**  
**BEER: \$0.028**

## OUTLETS AND GROCERY STORES

New Hampshire controls the distribution of spirits and wine at wholesale and retail levels. It has 66 state operated NH Liquor & Wine Outlets, three agency stores that sell spirits and wine, and 1,427 off-premise licensees that sell wine.

- New Hampshire does not have policies that regulate the density of off-premise outlets
- Jurisdiction does not allow the sale of spirituous liquor in grocery or convenience stores
- Servers must be 18 years old and older to serve beer at on-premise outlets, and employees at off-premise outlets must be 15 years old to sell beer
- The sale of beer, table wines and fortified wines are permitted in grocery stores
- Sunday sales are allowed
- Keg registration is required
- For every 100,000 residents ages 21 and older, there are 8.0 spirits outlets
- Beverage service training is mandatory and voluntary in the state depending on the program

## NEW HAMPSHIRE LIQUOR COMMISSION IN ACTION

Since 2012, NHLC has renovated, relocated or constructed 40 new NH Liquor & Wine Outlets locations in 35 communities.

NHLC has received numerous awards and accolades, including: Beverage Dynamics Top 10 Retailer (2020, 2021, 2022); The nation's top control state by StateWays (2017, 2020); Wine Enthusiast Best Value Retailer (2021); Wine Enthusiast Retailer of the Year finalist (2021); and a Market Watch Retail Leader for transforming the control state model (2019).

NHLC launched [www.wheredoesthemoneygonh.com](http://www.wheredoesthemoneygonh.com), a transparency website designed to educate the public and key stakeholders about the benefits of New Hampshire's control state model.

## DEFINITIONS

Control systems -- jurisdictions that directly control the distribution and sale of beverage alcohol in their borders.

Three-tier system -- the method of alcohol distribution developed after Prohibition in the United States. Producers/manufacturers (first tier) can sell products only to wholesalers/distributors (second tier) who then sell to retailers (third tier).

Revenue Per Capita -- revenue per person.

Wet and dry counties -- Wet jurisdictions are those that permit the sale of spirits, wine, or beer for on-premise and off-premise consumption. Dry jurisdictions prohibit some or all alcohol sales, whether on- or off-premise.

Sources: 2018 Survey Database, Alcohol Beverages Revenues & Taxes 2020 Report (June 2022), New Hampshire Liquor Commission, Alcohol Policy Information System (APIS), Census.gov

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