

AGENCY

The **New Hampshire Liquor Commission (NHLC)** is an independent state agency responsible for wholesale and retail operations. It is also responsible for licensing of carriers, direct shippers, liquor wine representatives, and beverage vendors. It also enforces liquor laws.



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.

Population 21 and over
(Estimate) (2014) **988,000**

NET 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:

- General Fund (100%)

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



Figures are from 2016

HISTORY

NHLC was established in 1934. In 2008, it was reorganized into three divisions: the Division of Enforcement, Licensing and Education; the Division of Marketing and Sales; and the Division of Administration.

NHLC is comprised of a Chairman and a Deputy Commissioner.


NHLC set an all-time sales record in Fiscal Year 2016, generating \$678.4 million in gross sales, an increase of \$36.3 million – or 5.65% – over the previous fiscal year. Total liquor net profits reached \$159 million, of which \$156 million was transferred to the New Hampshire General Fund, which is used to fund programs including education, health and social services, transportation and natural resource protection, and \$3 million was transferred to New Hampshire’s Alcohol Abuse Prevention & Treatment Fund, which utilizes a percentage of NHLC profits to fund addiction treatment and prevention programs.

ENFORCEMENT

New Hampshire Liquor Commission’s Division of Enforcement and Licensing is charged with enforcing the alcoholic beverage control (ABC) 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.

\$156,000,000
FY 2016 Net Revenue



More than \$3 billion in net profits has been raised since the first store opened in 1934.

DISTRIBUTION

The Division of Marketing and Sales oversees the Liquor Commission's functions related to marketing, merchandising, purchasing, store operations, warehousing and distribution.

The Liquor Commission controls the distribution of alcoholic beverages in the state through retail and wholesale. There are 79 retail stores located throughout the state. Wholesale sales are shipped from the Liquor Commission warehouse in Concord and a contracted bailment warehouse in Bow. Wholesale sales are also shipped through regulated direct deliveries from vendors to licensees.

Does jurisdiction allow direct shipping of wine?



Estimated tax per standard drink:

SPIRITS: -\$0.020

WINE: \$0.046

BEER: \$0.028

OUTLETS AND GROCERY STORES

New Hampshire has control of spirits and wine at wholesale and retail. It has 79 state operated NH Liquor & Wine Outlets, three agency stores that sell spirits and wine, and 1,427 off-premise licensees that sell wine only.

- New Hampshire does not have policies that regulate the density of off-premise outlets in a neighborhood/precinct/condensed area
- Jurisdiction does not allow the sale of spirituous liquor in 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 STATE LIQUOR COMMISSION IN ACTION



NHLC has received national recognition for its award-winning "Live Free & Host Responsibly" program in collaboration with Brown-Forman and Jack Daniel's Tennessee Whiskey. The educational effort launched in 2015, featuring a web page (www.liquorandwineoutlets.com/responsibility) with tips for responsible serving and hosting, videos with cocktail and mocktail recipes emphasizing responsible consumption, downloadable food and drink recipes, resource guides for New Hampshire lounge and restaurant owners and advice for consumers.

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: 2016 Survey Database, State Alcohol Tax Rates (July 2016), Educational Awards Program Reports for 2014-2015, New Hampshire State Liquor Commission, The Beverage Information Group's 2015 Fact Book, The Beverage Information Group 2016, Alcohol Policy Information System (APIS)