

They'll Drink to That: N.H.'s Liquor Sales Soar to Record \$626M

Associated Press

CONCORD, N.H. (AP) — New Hampshire's liquor sales in the past fiscal year were a record-high \$626 million.

The record sales for fiscal year 2014 were \$23 million higher than the previous fiscal year — an increase of nearly 4 percent.

Liquor Commission Chairman Joseph Mollica says net profits of \$148 million were transferred to the state's general fund. The commission reported that the top performing stores are those on Interstate 95 north and southbound, followed by stores in Portsmouth and Salem. Mollica attributes the record sales to innovative marketing and the strategic location of the state's 77 liquor stores.

Other top-selling stores included two in Nashua and the stores on Interstate 93 north and south in Hooksett.

The first New Hampshire Liquor and Wine outlet opened in 1934.

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