



New Hampshire Senate **NEWS RELEASE**

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SB 18 will allow for liquor samples at farmers' market

Will help small distilleries to increase sales

CONCORD, NH – Thanks to SB18, New Hampshire liquor distilleries that produce less than 10,000 bottles a year are now able to offer samples at farmers' markets. Prime sponsor Regina Birdsell (R-Hampstead) issued the following statement on the importance of SB18 being signed into law:

“New Hampshire distilleries are now on an even playing field with breweries, beverage manufacturers and wineries when it comes to offering samples at farmers' markets. Distilleries had previously been shut out because they were only allowed to provide samples of their products at tasting rooms with reduced hours, usually on weekends. Since most of our distilleries are in rural or industrial areas with limited foot traffic, these restrictions made it more difficult to attract visitors. Now, distilleries can take advantage of 'spirits tourism' by adding tastings and sales at farmers' markets, especially during weekdays. SB18 will definitely help our small, in-state liquor manufacturers expand their brand awareness and operations.”

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