



**PRESS RELEASE**  
**For Immediate Release**

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**NH Liquor Commission and Brown-Forman Launch Alcohol Responsibility Program for  
'Dry January'**

*Nation's leading control state teams up with the largest American-owned global spirits company  
to launch 'New Hampshire Mocktail Month'*

**Concord, NH** – As part of Dry January, the New Hampshire Liquor Commission (NHLC) is teaming up with Brown-Forman and its brands, Jack Daniel's, Herradura, Korbel and Chambord, as well as dozens of local restaurants, to introduce New Hampshire Mocktail Month. This program, launched to help establish a safer and more inclusive drinking culture in New Hampshire, is the latest evolution of an award-winning, multi-year collaboration between NHLC and Brown-Forman focused on responsible alcohol service and consumption. As part of the program, NHLC and Brown-Forman have also teamed up with a nonprofit organization, the [SAFE Bar Network](#), to train local hospitality teams on the skills needed to prevent forms of harm and overconsumption.

In celebration of New Hampshire Mocktail Month, 70 establishments statewide are featuring specialty alcohol-free libations, known as mocktails, on drink menus for the entire month of January. NHLC also created an extensive online Mocktail Month Recipe Guide featuring all instructions and ingredients necessary to craft and enjoy mocktails at home, available to download at [www.liquorandwineoutlets.com/responsibility](http://www.liquorandwineoutlets.com/responsibility).

"New Hampshire Mocktail Month redefines the way consumers socialize and celebrate, and we are proud to partner with Brown-Forman to promote a safe and inclusive drinking environment," said NHLC Chairman Joseph Mollica. "This award-winning program also allows restaurants to better accommodate customers who are choosing not to imbibe or simply want to pause drinking by offering them elevated and creative alcohol-free options. With 70 local restaurants taking part and an extensive online recipe guide, enjoying a delicious mocktail has never been easier."

The following restaurants across the state are participating in New Hampshire Mocktail Month:

- 104 Diner – New Hampton
- 2 Doors Down – Somersworth
- 7-20-4 Lounge – Londonderry
- 815 Provisions & Cocktails – Manchester
- Airport Diner – Manchester
- Back Bay Boathouse – Wolfeboro
- Bernie's Beach Bar – Hampton
- Birch on Elm – Manchester
- Bistro603 – Nashua
- Bonfire Restaurant & Country Bar – Manchester
- Buffalo Wild Wings – Concord, Manchester and Nashua
- Camp – Meredith
- Casey Magee's Irish Pub & Music Hall – Nashua
- Cellos Farmhouse Italian – Candia
- Chapel + Main – Dover
- Common Man – Ashland, Claremont, Concord, Lincoln, Merrimack and Windham
- Coyote Grill – Waterville Valley
- Ellacoya Barn & Grille – Gilford
- Ember Wood Fired Grill – Dover
- Front Row Restaurant – Exeter
- Foster's Boiler Room – Plymouth
- Granita Enoteca – Keene
- Holy Grail Food & Spirits – Epping
- Industry East Bar – Manchester
- JB's On the Boardwalk – Hampton
- Lab N' Lager – Keene
- Laconia Country Club – Laconia
- Lago – Meredith
- Lakehouse Grille – Meredith
- Library Restaurant – Portsmouth
- Logan's Run – Hampton
- Morrisseys' Front Porch – Wolfeboro
- Newick's Lobster House – Portsmouth
- Orchard Grille at Applecrest Farm – Hampton Falls
- Otto – Portsmouth
- Overboard Pub & Grill – Seabrook
- Pier Clam Shack & Bar – Hampton
- Pressed Café – Bedford and Salem
- Ristorante Massimo – Portsmouth
- Sea Ketch Restaurant – Hampton
- Shanty Family Tavern – Portsmouth and Rollinsford
- Shibley's at the Pier – Alton
- Stash Box – Manchester
- Tara House Grill – Nashua
- The Boardwalk Bar & Grill – Laconia

- The Boardwalk Inn & Café – Hampton
- The Breeze By The Bay – Meredith
- The Breeze Restaurant – Gilford
- The Diplomat Cigar Lounge – Keene
- The Goat – Hampton, Manchester and Portsmouth
- The Italian Farmhouse – Plymouth
- The Shaskeen Irish Pub – Manchester
- The Town Cabin Pub – Candia
- Toscana Italian Chophouse & Wine Bar – Portsmouth
- Water View Grill – Portsmouth
- Wally’s Pub – Hampton
- Wing-itz – Dover, Hampton and Newmarket

To further emphasize the importance of responsible consumption, NHLC and Brown-Forman have partnered with the [SAFE Bar Network](#) to provide training to local establishments on preventing overconsumption. As part of New Hampshire Mocktail Month, Brown-Forman is covering the cost of training, valued at \$2,500 per venue, for all participating restaurants. In addition to the free training, restaurants that join the SAFE Bar Network will also receive a discount on their hospitality insurance premium.

“At Brown-Forman, we believe it is our duty to make sure our products are being marketed and enjoyed responsibly by encouraging awareness and empowering mindful choices,” said Tiffany Drury, Senior Alcohol Responsibility Specialist, Brown-Forman. “Responsibility is not just about individual choices, but also about fostering an environment that is safe and inclusive for everyone, and New Hampshire Mocktail Month allows us to promote that message in a unique way. We are proud to partner with NHLC to emphasize the importance of responsible service and consumption.”

NHLC is also encouraging consumers who visit participating New Hampshire Mocktail Month restaurants to share their experiences online by posting photos of their mocktail, tagging @nhliquorwine and adding the hashtag #NHMocktailMonth to their caption.

For more information on New Hampshire Mocktail Month, visit [www.liquorandwineoutlets.com/responsibility](http://www.liquorandwineoutlets.com/responsibility).



**Photo Caption:** The New Hampshire Liquor Commission is teaming up with Brown-Forman and its brands, Jack Daniel's, Herradura, Korbel and Chambord, as well as dozens of local restaurants, to bring Mocktail Month to New Hampshire. Throughout the month of January, 70 establishments statewide will feature specialty alcohol-free libations, known as mocktails, on drink menus. Learn more at [www.liquorandwineoutlets.com/responsibility](http://www.liquorandwineoutlets.com/responsibility).



**PROVIDED BY**

- 104 Diner**  
New Hampton
- Airport Diner**  
Manchester
- Camp**  
Meredith
- Common Man**  
Concord
- Common Man**  
Claremont
- Common Man**  
Lincoln
- Common Man**  
Merrimack
- Common Man**  
Windham
- Foster's Boiler Room**  
Plymouth
- Lago**  
Meredith
- Lakehouse Grille**  
Meredith
- The Italian Farmhouse**  
Plymouth
- Tilt'n Diner**  
Tilton

**MOCKTAIL RECIPE**

- 1 oz Woodstove Kitchen Ski Season sangria mocktail mix
- 4 oz ginger ale
- Garnish with an orange

**AS A COCKTAIL**

- Add 6 oz Korbel Extra Dry Champagne

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restaurants, to bring Mocktail Month to New Hampshire. As part of the initiative, NHLC also launched a Mocktail Month Recipe Guide (pictured above) for those who would like to craft and enjoy mocktails from home. To download the recipe guide, visit [www.liquorandwineoutlets.com/responsibility](http://www.liquorandwineoutlets.com/responsibility).

### **About the New Hampshire Liquor Commission**

The New Hampshire Liquor Commission (NHLC) operates 65 NH Liquor & Wine Outlet locations throughout the Granite State, providing more than 12 million annual customers with the widest selection of name brand wines and spirits at great prices and no taxes. NHLC has received numerous accolades, including being named the “Best state in the country for wine drinkers” by *The Washington Post* and “One of the best places in the country to find rare spirits” by *Serious Eats*. New Hampshire is one of 17 states where the government controls the sale of alcohol. NHLC has twice been named the “Nation’s top control state” by *StateWays Magazine* and its leadership has been recognized for “Transforming the control state model” by *Market Watch* magazine. 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.

NH Liquor & Wine Outlet logos, product and Outlet images are available at: <https://www.liquorandwineoutlets.com/About-Us/Media-Resources>

Visit [www.LiquorandWineOutlets.com](http://www.LiquorandWineOutlets.com) to locate an Outlet, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras.

### **About Brown-Forman**

Brown-Forman Corporation has been building exceptional spirits brands for more than 150 years, responsibly upholding our founding promise of “Nothing Better in the Market.” Our portfolio of premium brands includes the Jack Daniel’s Family of Brands, Woodford Reserve, Herradura, el Jimador, Korbel, New Mix, Old Forester, The Glendronach, Glenglassaugh, Benriach, Diplomático Rum, Chambord, Gin Mare, Fords Gin, Slane, and Coopers’ Craft. With a team of approximately 5,700 employees worldwide, we proudly share our passion for premium beverages in more than 170 countries. Discover more about us at [brown-forman.com](http://brown-forman.com) and stay connected through LinkedIn, Instagram, and X.

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