



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

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**NH Liquor Commission and Jack Daniel's 'Bring Back Jack' Recycling Program  
Returns in Celebration of Earth Month**

*Select NH Liquor & Wine Outlets will be collecting empty glass wine and spirits bottles  
in April and May; More than 68,400 pounds of glass collected and since program's  
inception*

**Concord, NH** – The New Hampshire Liquor Commission (NHLC) and Jack Daniel's Tennessee Whiskey are encouraging consumers to "Bring Back Jack" this Earth Month. Each Saturday from April 5 to May 10, customers can return and recycle empty glass wine or spirits bottles at select NH Liquor & Wine Outlets for exclusive savings. For more details on the program and to view the event schedule, visit [www.liquorandwineoutlets.com/bringbackjack](http://www.liquorandwineoutlets.com/bringbackjack).

Customers who bring at least 12 empty glass wine or spirits bottles to select NH Liquor & Wine Outlets will receive \$25 off an in-store purchase of \$150 or more. Additionally, New Hampshire on-premise licensees (bar and restaurant owners) who recycle at least 107 empty glass bottles, an ode to Jack Daniel's Old No. 7, will receive 10% off an in-store purchase up to \$10,000.

"Bring Back Jack is a true 'win-win' allowing us to help the environment while giving back to our customers," said NHLC Chairman Joseph Mollica. "Brown-Forman and Jack Daniel's commitment to sustainability and responsible alcohol consumption stands out among beverage alcohol brands. We are proud to continue this partnership and encourage everyone to 'Bring Back Jack' this Earth Month!"

NHLC and Jack Daniel's first launched "Bring Back Jack" in April 2023. Since the program's inception, consumers and on-premise licenses have recycled more than 68,400 pounds of glass.

"This program was created in response to the growing need for businesses to better protect our planet. Here at Jack Daniel's, we believe in environmentally friendly practices and transparency with our customers. This program is another way we can ensure we are going above and beyond to do our part," said Jack Daniel's Marketing Manager Robin Thompson. "We are thrilled to partner with the New Hampshire Liquor Commission for the third year in a row on this campaign as part of our commitment to sustainability."

Bring Back Jack allows customers to easily recycle glass bottles that would otherwise end up in landfills. According to the U.S. Environmental Protection Agency, the glass recycling percentage in the United States is only 31%, although glass can be recycled endlessly. Additionally, approximately 7.6 million tons of non-recycled glass waste end up in American landfills each year, which is about 5% of all waste.

All glass bottles collected throughout the six-week program will be transported to Recycleworks, a state-of-the-art processing facility dedicated to a zero-waste future for the food and beverage industry. At Recycleworks, the bottles will be crushed into glass cullet and will then be used to generate new glass bottles for beverages.

"Bring Back Jack" events will take place from 11 AM – 2 PM at the following NH Liquor & Wine Outlets:

- April 5 – Manchester NH Liquor & Wine Outlet (68 Elm Street)
- April 12 – Nashua NH Liquor & Wine Outlet (25 Coliseum Ave)
- April 19 – West Lebanon NH Liquor & Wine Outlet (265 N Plainfield Road)
- April 26 – Portsmouth NH Liquor & Wine Outlet (605 US-1 BYP South)
- May 3 – Concord NH Liquor & Wine Outlet (11 Merchants Way, Concord, NH)
- May 10 – Tilton NH Liquor & Wine Outlet (80 Market Street)

Throughout the past 12 years, NHLC has renovated or constructed more than 40 NH Liquor & Wine Outlets in 36 communities – all designed to LEED specifications. To minimize energy consumption, greenhouse gas emissions and its overall carbon footprint, all NH Liquor & Wine Outlets have been built to ensure site sustainability and water efficiency and utilize sustainable and high-efficiency materials and equipment where possible. NHLC also recycles cardboard and plastic packaging material across its 65 Outlet locations.

To learn more about "Bring Back Jack," visit [www.liquorandwineoutlets.com/bringbackjack](http://www.liquorandwineoutlets.com/bringbackjack).



**Photo Caption:** The New Hampshire Liquor Commission and Jack Daniel's are once again encouraging consumers to “Bring Back Jack” this Earth Month. Since the program’s inception, consumers and on-premise licensees have returned and recycled more than 68,400 pounds of glass.

**Photo Caption:** Each Saturday from April 5 to May 10, customers can return and recycle empty glass wine and spirits bottles at select NH Liquor & Wine Outlets. Customers who bring at least 12 empty wine or spirits glass bottles to participating Outlets will receive \$25 off an in-store purchase of \$150 or more. New Hampshire bar and restaurant owners who bring at least 107 empty glass bottles, an ode to Jack Daniel's Old No. 7, will receive 10% off an in-store purchase up to \$10,000.

### **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 Jack Daniel's**

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery is the first registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel's is the maker of the world-famous Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Double Mellowed Tennessee Whiskey, Jack Daniel's Single Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Tennessee Apple, Jack Daniel's Bonded, Jack Daniel's Sinatra Select and Jack Daniel's & Coca-Cola. Today, Jack Daniel's is a true global icon found in more than 170 countries around the world and is the most valuable spirits brand in the world as recognized by Interbrand. Visit [www.jackdaniels.com](http://www.jackdaniels.com) for more information.

Please Drink Responsibly.

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