



On-Premise & Off-Premise Licensee Information

July 18, 2025

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1 Welcome

Welcome to the New Hampshire Liquor Commission!





We are committed to providing superior service to you, our valued customer. In this document you will learn about different ways to purchase products, how house account credit works, warehouse policies, and more. Knowledge of how the New Hampshire Liquor Commission (NHLC) operates will help you maximize the profitability of the wine and spirits segment of your business and will make purchasing product and account management quicker and easier.

2 General Information

NHLC Information	
New Hampshire Liquor Commission <ul style="list-style-type: none">– About the Liquor Commission– Liquor Commission Meeting Agenda and Minutes– Public Notices	603-230-7015 https://gov.liquorandwineoutlets.com
Division of Enforcement & Licensing <ul style="list-style-type: none">– Licensing– Education and Training– Laws and Rules	603-271-3523 licensing@liquor.nh.gov https://www.enforcement.liquor.nh.gov
Customer Service <ul style="list-style-type: none">– B2B Portal access– Order status or questions– Return requests	Monday – Friday, excluding major holidays 9:00am – 4:30pm EST 1-800-345-6452 lic.geninfo@liquor.nh.gov
Accounts Receivables Department <ul style="list-style-type: none">– House Credit application– Apply a credit to an open invoice	603-230-7053 nhlc.accountsreceivable@liquor.nh.gov
New Hampshire Liquor & Wine Outlet <ul style="list-style-type: none">– Store Locator– View inventory– Online orders	https://www.liquorandwineoutlets.com

NHLC Information	
Access to the New Hampshire Liquor Commission's <ul style="list-style-type: none"> – Business-to-Business (B2B) Portal – Business Portal – Enforcement Portal 	Log into your Business Account at: https://www.liquorandwineoutlets.com
Training material for the New Hampshire Liquor Commission's <ul style="list-style-type: none"> – Business-to-Business (B2B) Portal – Business Portal – Enforcement Portal 	https://nextgen.liquorandwineoutlets.com

DHL Warehouse Information	
DHL Warehouse Customer Service <ul style="list-style-type: none"> – Warehouse order status 	603-573-4187 CustomerService.NH@dhl.com
DHL Warehouse Location	1403 Route 3A Bow, NH 03304
DHL Warehouse Pick Up Hours	Monday – Friday, excluding Thanksgiving, Christmas, and New Years 9:00am – 8:00pm EST

NHLC Social Media	
 Facebook @nhliquorwine	 X @nhliquorwine
 Instagram @nhliquorwine	 YouTube @nhliquorandwine

3 Customer Service

We are committed to providing superior service to you, our valued customer. If you need assistance or have questions, please contact the NHLC Customer Service team or the DHL Customer Service team.

NHLC Customer Service	
Customer Service Hours	Monday – Friday, 9:00am – 4:30pm EST
Phone Number	1-800-345-6452
Email Address	lic.geninfo@liquor.nh.gov

NHLC Customer Service is closed the following State Holidays:

New Year’s Day, Civil Rights Day, President’s Day, Memorial Day, Independence Day, Labor Day, Veterans Day, Thanksgiving Day, Day after Thanksgiving, and Christmas Day

DHL Customer Service	
Customer Service Hours	Monday – Friday, 9:00am – 8:00pm EST
Phone Number	603-573-4187
Email Address	CustomerService.NH@dhl.com

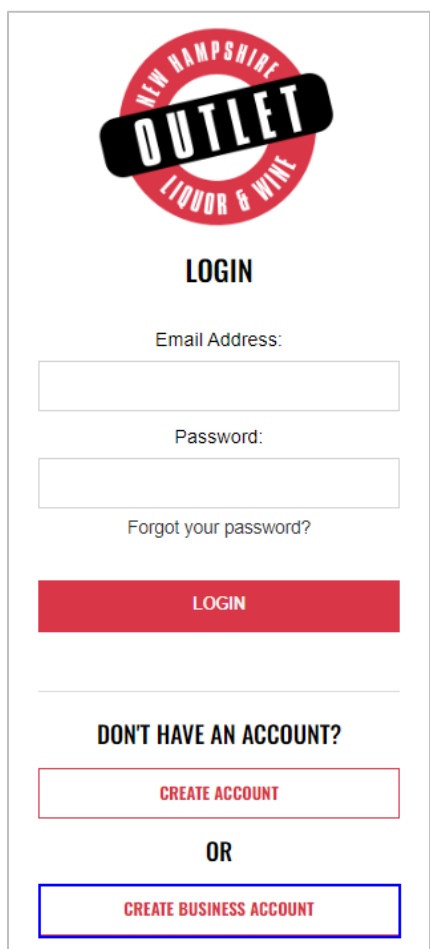
DHL Customer Service is closed the following State Holidays:

New Year’s Day, Thanksgiving, and Christmas Day.

4 Business-to-Business (B2B) Portal

To shop online and access online account management, a Business Account at www.liquorandwineoutlets.com needs to be created for your license. An activation code is needed to set up a Business Account. This activation code is emailed to the licensee by the NH Liquor Commission, Division of Enforcement when the license is activated. If you need an activation code, or assistance creating your Business Account, please contact NHLC Customer Service.

It is important to know that the individual creating the Business Account will become the Primary Account Manager. This user holds the highest level of account access. The Primary Account Manager is responsible for user management, including initiating new users, configuring and managing user access permissions, and revoking user access when no longer authorized.



The screenshot shows the New Hampshire Liquor Outlet website's login and account creation interface. At the top is the logo, which is a red circle with 'NEW HAMPSHIRE' at the top, 'LIQUOR & WINE' at the bottom, and a black banner across the middle with the word 'OUTLET' in white. Below the logo is the word 'LOGIN' in bold. There are two input fields: 'Email Address:' and 'Password:'. Below the password field is a link that says 'Forgot your password?'. A red button labeled 'LOGIN' is positioned below the input fields. A horizontal line separates the login section from the account creation section. Below the line, it says 'DON'T HAVE AN ACCOUNT?'. There are two buttons: a red one labeled 'CREATE ACCOUNT' and a blue one labeled 'CREATE BUSINESS ACCOUNT', with the word 'OR' centered between them.

For additional information on creating a new business account, see Business-to-Business (B2B) Portal User Guide, Section 1.1 Create New Business Account

To set up your Business Account, visit www.liquorandwineoutlets.com.

B2B Portal at a Glance:

- Place an order for in-store pick up or warehouse pick up or delivery
- Pay an open invoice
- Access order history and invoice history
- View product pricing and available inventory
- User management

Important! You must select “Create **Business** Account”. If you select “Create Account” you’ll be creating a retail customer account and will not be logged in as a licensee.

5 Purchasing Product

There are two (2) ways to purchase product as a licensee.

1. At a NH Liquor & Wine Outlet location –

Shop Online – Licensees can place online orders for pick up at any retail Outlet location. Product is selected from that Outlet’s available inventory with online check out and payment. When arriving at the Outlet for pick up, license number is required.

Next day pick up available, or advance order up to 14 days. Order Ready for Pickup email will be sent when the order has been picked and is ready. For questions on order readiness, please contact the Outlet location.

Note: To shop online, a Business Account must be created. See [Section 4 Business-to-Business \(B2B\) Portal](#) for steps on setting up a Business Account.

Shop In Outlet – Licensees can purchase product at any retail Outlet location. Product can be selected off the shelves from that Outlet’s available inventory with checkout and payment at the cash register. When checking out, license number is required.

Store Locator: <https://www.liquorandwineoutlets.com/store-locator>

2. From the DHL Warehouse –

Licensees can order product directly from the DHL Warehouse in Bow, NH. Next day pick up (by customer or by trucking company) is available if orders are placed prior to 7:30pm. Payment is not accepted at the Warehouse and must be made online when placing the order. For questions on order readiness, please contact DHL Customer Service.

Note: To order from the Warehouse, a Business Account must be created. See [Section 4 Business-to-Business \(B2B\) Portal](#) for steps on setting up a Business Account.

Shop Online for Warehouse pick up – Licensees can place online orders for pick up by the licensee at the DHL Warehouse. Product is selected from the Warehouse’s available inventory with online check out and payment. When arriving at the Warehouse for pick up, license number is required.

Shop Online for Delivery – Licensees can place online orders for delivery from the DHL Warehouse. Product is selected from the Warehouse’s available inventory, trucking company is selected, with online check out and payment.

Orders selected for delivery will incur a delivery fee imposed by the trucking company you’ve selected. Delivery fees are assessed by the trucking company and are not included in the total for your order. **Please contact the trucking company prior to placing your order regarding their delivery fee structure.**

The “Ship Date” is the date the Warehouse will have your order ready for pick up by your selected trucking company. Your actual delivery date must be coordinated with your trucking company directly.

Changing or Cancelling a Warehouse Order

Online orders are sent to NHLC and then to DHL on a continuous basis.

If you need to cancel or change an order and it has been...

- **Over 30 minutes** since you placed the order, contact DHL Customer Service.
- **Less than 30 minutes** since you placed the order, contact NHLC Customer Service.

When contacting DHL Customer Service please provide your license number. DHL does not have access to your online order number that begins with “E”.

If the order has not been fulfilled at DHL, DHL can cancel an entire order or remove all of an item from an order. They can’t change item quantities in bottles or cases or add items to an order.

If the order has been fulfilled at DHL, no changes can be made. A request for return will be required.

6 Approved Buyers

An Approved Buyer is a person designated by the licensee who has permission to place an order, or pickup an order in an Outlet or at the Warehouse. Including using NHLC House Account as a payment method.

The person making a purchase in an Outlet, or picking up an Outlet or warehouse order, must be designated as an Approved Buyer under the license. The Primary Account Manager is responsible for user management, including initiating new users, configuring and managing user access permissions, and revoking user access when no longer authorized.

It is your responsibility to maintain Approved Buyers on your license.

- **To designate an Approved Buyer for your license**, add them as a user in your portal.
- **To remove an Approved Buyer**, remove them as a user in your portal.

For more information on adding users in your portal, please see

Section 2 User Management in the **Business-to-Business (B2B) Portal User Guide**.

7 NHLC House Credit

Licensees can request a line of credit with the NHLC to make credit-based purchases. To apply, submit a completed “Licensee Credit Application” to our Accounts Receivable Department. Please note, credit application must be signed by named individuals on the license.

NHLC House Credit Information	
Licensee Credit Application: -Apply for a line of credit -Request a credit limit increase	https://gov.liquorandwineoutlets.com/licensee-information/
Submit completed application to:	nhlc.accountsreceivable@liquor.nh.gov
To see your credit limit and available balance:	Log into your Business Account on our B2B Portal
For assistance, contact our Accounts Receivable Department:	Phone: 603-230-7053 Email: nhlc.accountsreceivable@liquor.nh.gov
Payment deadline for House Account purchases:	15-day term, with a 3-day grace period Note: If sending payment by mail, we recommend building in additional time for mail delivery and payment processing.

Credit Management and Credit Hold

Orders placed using House Account are reviewed through credit management prior to order fulfillment. Credit management verifies the account is in good standing before the order is processed. If the account is not in good standing, the order will be placed on Credit Hold and will not be released until the Credit Hold reason is resolved.

An order can be placed on Credit Hold for two (2) reasons:

1. Past due invoice – an invoice is 18 or more days past due
2. Over credit limit – the order placed is more than the available credit

8 Paying Invoices

Orders paid for with House Account have a 15-day term, with a 3-day grace period. A corresponding invoice is created, which can be accessed in your B2B portal. The invoice is also mailed or emailed, depending on your communication preference set.

For questions about invoices, please contact our Accounts Receivable Department at 603-230-7053 or nhlc.accountsreceivable@liquor.nh.gov.

When Invoices are Created	
Warehouse Delivery Order	Invoice is created when the trucker picks up the order.
Warehouse Pickup Order	Invoice is created when the order is ready for pick up and is placed in the will call area.
Outlet Pickup Order	Invoice is created when the order is picked and ready for pick up.

Where to Access Invoices	
B2B Portal	Invoices are available in your B2B portal for viewing and printing.
Mail	Invoices are mailed to your Billing Address on file with the Accounts Receivables Department.
Email	If requested, invoices can be emailed, instead of mailed to one or more email addresses. Contact the Accounts Receivables department to enroll in paperless billing.

Where to Make Invoice Payments	
B2B Portal	<p>Invoices can be paid in your B2B portal using Credit Card or Electronic Check.</p> <p>Note: Many banks require authorization for electronic payments. If your electronic check is not accepted, please contact your bank for authorization.</p>
Check	<p>Invoice check payments can be mailed or dropped off at:</p> <p>NHLC Attn: Accounts Receivable 50 Storrs St. Concord, NH 03301</p> <p>Note: Invoice number must be indicated on the check or included with the check. If paying multiple invoices with one check, instructions on how to apply the payment must be included.</p>
At a NH Liquor & Wine Outlet location	<p>Invoices can be paid at any Outlet location using Cash, Check or Credit Card.</p> <p>Note: Invoices must be paid in full at the Outlet. No partial payments can be accepted.</p>

9 Credits On Account

NHLC cannot apply credits without your instruction. Credits can be applied to an open invoice, refunded to the original credit card, or mailed to you via check. To provide instructions on how to apply a credit, please contact our Accounts Receivable department at 603-230-7053 or nhlc.accountsreceivable@liquor.nh.gov.

Credits issued by NHLC are visible in your B2B portal, in the Invoice screen. Credits can be identified by the “CR – ###” in the Invoice ID column.

10 Warehouse Ordering Policies

Warehouse Pricing Effective April 1, 2024

The purchase price you pay when placing your web order for direct purchases through the warehouse is based on the date you enter your order, not the shipping date you have selected.

Mispick Policy

Upon receipt of the order (10 business days), if errors are found, i.e. mispicks - when the New Hampshire code number on the label does not match the New Hampshire code number on the case, licensees are required to call the DHL Warehouse at 1-855-521-5769 (select 2 for customer service) or email DHL to make arrangements for a free exchange. Please place the mis-picked case aside until the exchange is made.

Return Policy

Per Liq 906.02, any licensee wishing to return merchandise shall notify the Commission's Marketing Bureau's Customer Service Representative. If the return request is due to an error, other than a mispick, please notify within 10 business days of purchase.

In determining whether to accept a return, the Commission shall consider criteria affecting whether the Commission can resell the merchandise, such as the conditions under which the merchandise was stored, the age of the merchandise, and the merchandise's overall condition.

If the Commission accepts the return into its inventory, it shall issue a written acceptance.

The licensee shall bear all shipping costs unless the merchandise was received in defective condition, the merchandise was shipped by Commission error, or the licensee demonstrates that it is experiencing financial hardship.

Once the Commission has accepted merchandise back into its inventory, the Commission shall issue a credit memo to the licensee's account.

A restocking fee will be adjusted on the credit as follows: \$1.50 per bottle/\$6.00 per case/\$15.00 per pallet. These amounts will be deducted from the unit pricing on your credit memo.

Under no circumstances will unsellable inventory, (other than described above) be returned to the New Hampshire Liquor Commission for credit or replacement. Inventory acquired through the purchase of an existing business cannot be returned.

Damaged Shipments

If your shipment is received damaged, you must notify your carrier upon receipt or as soon as possible and note details of the damage on the paperwork you are asked to sign by the truck driver at time of delivery. You must contact your carrier and file a claim for your loss.

11 Private Trucking Companies

Orders selected for delivery from the warehouse will incur a delivery fee imposed by the trucking company you've selected. Delivery fees are assessed by the trucking company and are not included in the total for your order.

Please contact the trucking company **prior to** placing your order regarding their delivery fee structure and customer expectations.

Private Trucking Company Information		
DHL Supply Chain	1403 Route 3A Bow, NH 03304	603-573-4170 CustomerService.NH@dhl.com
Law Motor Freight	59 Daniel Webster Highway, Suite 110 Merrimack, NH 03054	603-883-5531, extension 2 www.lawfamilycompanies.com dispatch@lawmotorfreight.com
Prep Partners LLC	49 Innovation Dr. Rochester, NH 03867	888-671-0520 www.preppartnersgroup.com Brian@preppartners.net
Rateliner	326 Main Street, Unit 12 Fremont, NH 03044	603-224-2219 www.rateliner.com dispatch@ratelinernh.com
Ross Express	DW Highway Penacook, NH 03303	800-762-5966 cengland@rossexpress.com

12 NH Liquor & Wine Outlet Return Policy

- Requests for refunds or exchanges must be made within thirty (30) days of original purchase.
- Returned merchandise must be in its original condition and in its original, sealed container.
- For online orders, the order ready for pickup email is the receipt and must be retained and presented for any return.
- Cash will be refunded for a return if the total of the return is one hundred dollars (\$100.00) or less and is accompanied by the appropriate receipt.
- Credit Card purchases will be refunded by crediting the account on which the purchase was made when the return is accompanied by the appropriate receipt.
- Customers requesting refunds or exchanges without a receipt will be issued a New Hampshire Liquor & Wine Outlet Merchandise Credit in the dollar amount of the lowest price of the returned product in the last three months, up to a cumulative total of one hundred dollars (\$100.00).
- All refunds which are outside of the parameters of this Return Policy must be submitted as a request for refund through Store Operations for Commission approval.

NOTE: Customers purchasing for large events should speak to the Store Manager regarding return and refund arrangements at the time of purchase.

13 On-Premise Information

On-Premise licensees receive a 10% discount on cases and bottles purchased from the Warehouse. A \$1.50 bottle pick surcharge will be added to all single bottles purchased.

On-Premise licensees purchasing from a NH Liquor & Wine Outlet location purchase cases and bottles at retail price. This includes products on sale, such as Last Chance items, Outlet Price Busters (OPB's), and monthly retail sale items.

On-Premise Monthly Email Subscription:

Each month On-Premise licensees receive additional savings on select products. To sign up for our Mixology Minutes email, which features special pricing, please contact NHLC Customer Service at 1-800-345-6452 or lic.geninfo@liquor.nh.gov.

14 Off-Premise Information

Off-Premise licensees receive discounts when purchasing from the DHL Warehouse and when purchasing from a NH Liquor & Wine Outlet location.

Per RSA 178:28, Liq 907.02 and Liq 907.03 the discount percentage depends on the entities combined annual wine purchases during NHLC's fiscal year, July 1st – June 30th.

Off-Premises Licensees Discounts with Annual Wine Purchases Under \$350,000

NH Liquor & Wine Outlet Discount: 15% discount

Warehouse Discount: 20% discount

Off-Premises Licensees Discounts with Combined Annual Wine Purchases Over \$350,000

NH Liquor & Wine Outlet Discount: 10% discount

Warehouse Discount: 15% discount

Off-Premise Monthly Email Subscription:

Each month Off-Premise licensees receive additional savings on select products. To sign up for our Grocers Wine Connection email, which features Off-Premise Exclusive Price Busters, please contact NHLC Customer Service at 1-800-345-6452 or lic.geninfo@liquor.nh.gov.

15 Administrative Rules

Administrative Rules are developed by State agencies to outline standards and procedures.

To access Administrative Rules pertaining to the Liquor Commission, please visit:

<https://gov.liquorandwineoutlets.com/administrative-rules/>

16 Licensing, Enforcement and Training

Division of Enforcement Information	
Licensing, Enforcement, and Training	https://www.enforcement.liquor.nh.gov/
Contact Us	https://www.enforcement.liquor.nh.gov/enforcement/contact-us
About Us <ul style="list-style-type: none">– Administration– Field Operations	https://www.enforcement.liquor.nh.gov/about-us
Education and Training <ul style="list-style-type: none">– Manager and Employee Training– Online Training Courses	https://www.enforcement.liquor.nh.gov/education-training
Licensing <ul style="list-style-type: none">– Application– Renewal	https://www.enforcement.liquor.nh.gov/licensing
Auditing <ul style="list-style-type: none">– Club Forms– Limited Credits Liquor / Wine / Beverage Manufacturer	https://www.enforcement.liquor.nh.gov/auditing
Direct Shipping <ul style="list-style-type: none">– Application for Permit– Monthly Report– Approved Shippers / Carriers	https://www.enforcement.liquor.nh.gov/direct-shipping

Laws and Rules <ul style="list-style-type: none">– Alcoholic Beverages Laws– NHLC Administrative Rules– Public Health Laws	https://www.enforcement.liquor.nh.gov/enforcement/laws-rules
House Policy Development	https://www.enforcement.liquor.nh.gov/education-training/house-policies
Forms and Resources <ul style="list-style-type: none">– Licensing https://www.enforcement.liquor.nh.gov/licensing/licensing-forms-resources– Auditing https://www.enforcement.liquor.nh.gov/auditing/auditing-forms-resources– Direct Shipping https://www.enforcement.liquor.nh.gov/direct-shipping/direct-shipping-forms-resources– Education & Training https://www.enforcement.liquor.nh.gov/education-training/education-training-forms-resources	

17 Licensee Reports

A variety of reports are available for download. To access reports, log into your B2B Portal. In the “My Account” dropdown menu, select **Common Files**. Daily reports are available around 3am. Monthly reports are available by the 15th of the month.

Report Name	License Type	Frequency	Description
Brand Master	All	Daily	Full product list with product details
Broker Name and Address	All	Daily	Broker contact information
Licensee Complete Price Off Prem	Off Premise	Monthly	Full price list with Off-Premise pricing
Licensee Complete Price On Prem	On Premise	Monthly	Full price list with On-Premise pricing
Licensee Off Prem Sale	Off Premise	Monthly	Sale price list with Off-Premise pricing
Licensee On Prem Sale	On Premise	Monthly	Sale price list with On-Premise pricing
License Name and Address	All	Daily	Licensee contact information
Quarterly Price List	All	Quarterly	Quarterly price list January – March, available 10/31 April – June, available 1/31 July – September, available 4/30 October – December, available 7/31
Store Inventory	All	Daily	Inventory information
Store Name and Address	All	Daily	Outlet contact information
UPC to Brand Cross Reference	All	Daily	UPC to Brand number cross reference
Vendor Broker Product Cross Reference	All	Monthly	Vendor to Broker product cross reference
Vendor Name and Address	All	Daily	Vendor contact information

18 Frequently Asked Questions

1. Where is my online order?

First, verify the order was placed successfully by checking for a Confirmation Email, or by checking Order History in your B2B portal. Then, contact NHLC Customer Service at 1-800-345-6452 or lic.geninfo@liquor.nh.gov and provide the order number beginning with an “E”.

2. Where is my Invoice and how do I pay it?

Invoices can be viewed in your B2B portal. Select “Invoices” in the “My Account” dropdown menu.

To pay an invoice, select “AR” in the “My Account” dropdown menu, then select “Make a payment”. For further assistance, please contact our Accounts Receivable department at 603-230-7053 or nhlc.accountsreceivable@liquor.nh.gov

3. How do I resolve a Forbidden 403 message on my web browser?

- Try clearing your browser history and/or deleting cookies.
- Try using a different web browser.
- Try using an incognito web browser session.

4. How do I do a return?

Contact NHLC Customer Service at 1-800-345-6452 or lic.geninfo@liquor.nh.gov. Have your original order number and product information available.