



320 S. Canal Street
Chicago, IL 60606

October 28, 2025

Stephen James Judge, Esq.
Business Relations Administrator IV
NH Liquor Commission
50 Storrs Street
Concord, NH 03301

Re: Rulemaking Notice 2025-209 / Liq 506.09 – Rule Relating to Particular Licensees

Dear Attorney Judge,

I write on behalf of Molson Coors Beverage Company in support of the Liquor Commission's proposed rule entitled "*Rule Relating to Particular Licensees*." The emergency rule passed last spring clarified questions about the use of dessert images on alcohol beverage labels.

We believe it is both reasonable and beneficial to adopt these emergency provisions as permanent rules. Doing so will preserve the Commission's vital regulatory oversight while allowing flexibility for industry members to meet the ever-changing needs of the marketplace.

We appreciated the Commission's proactive approach in addressing the challenges faced by our industry in the spring of 2025, and we support the proposed rulemaking to make the emergency solution permanent.

Please feel free to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Barry D. Becton". The signature is written in a cursive, flowing style.

Barry D. Becton
Senior Director, Government Affairs
Molson Coors Beverage Company