

HB 1174-FN - AS INTRODUCED

2026 SESSION

26-2628

08/05

HOUSE BILL ***1174-FN***

AN ACT requiring all on-premises and off-premises licensees and state liquor stores to post visible signage warning of the potential health risks associated with alcohol use.

SPONSORS: Rep. W. Thomas, Hills. 12

COMMITTEE: Commerce and Consumer Affairs

ANALYSIS

This bill requires on-premises licensees, off-premises licensees, and state liquor outlets to post warnings relative to the increased risk of cancer and birth defects from drinking alcoholic beverages.

Explanation: Matter added to current law appears in ***bold italics***.
Matter removed from current law appears ~~[in brackets and struckthrough.]~~
Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.

STATE OF NEW HAMPSHIRE

In the Year of Our Lord Two Thousand Twenty-Six

AN ACT requiring all on-premises and off-premises licensees and state liquor stores to post visible signage warning of the potential health risks associated with alcohol use.

Be it Enacted by the Senate and House of Representatives in General Court convened:

1 1 Advertising; Risk Statements. Amend RSA 175:4, IV to read as follows:

2 IV. The following statement shall be posted on the premises of all on-premises and off-
3 premises licensees and at state liquor stores: "According to the Surgeon General, ***drinking***
4 ***alcoholic beverages may increase cancer risk and*** women should not drink alcoholic beverages
5 during pregnancy because of the risk of birth defects." Such statement shall be located in a
6 conspicuous and prominent place within the establishment and shall appear on a contrasting
7 background.

8 2 Effective Date. This act shall take effect 60 days after its passage.

LBA
26-2628
10/28/25

**HB 1174-FN- FISCAL NOTE
AS INTRODUCED**

AN ACT requiring all on-premises and off-premises licensees and at state liquor stores to post visible signage warning of the potential health risks associated with alcohol use.

FISCAL IMPACT:

The Legislative Budget Assistant has determined that this legislation has a total fiscal impact of less than \$10,000 in each of the fiscal years 2026 through 2029.

AGENCIES CONTACTED:

Liquor Commission