

HB 496-FN - AS INTRODUCED

2025 SESSION

25-0820

08/11

HOUSE BILL

496-FN

AN ACT

requiring the liquor commission to distribute certain information in liquor stores.

SPONSORS:

Rep. Turer, Rock. 6; Rep. Haskins, Rock. 11; Rep. Preece, Hills. 17; Sen. Perkins Kwoka, Dist 21; Sen. Watters, Dist 4; Sen. Prentiss, Dist 5

COMMITTEE:

Commerce and Consumer Affairs

ANALYSIS

This bill requires the liquor commission to produce and distribute information about alcohol use disorder at liquor stores.

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Matter which is either (a) all new or (b) repealed and reenacted appears in regular type.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 Five

AN ACT requiring the liquor commission to distribute certain information in liquor stores.

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

1 1 New Paragraph; Advertising; Alcohol Use Disorder; Distribution of Informational Materials.
2 Amend RSA 175:4 by inserting after paragraph IV the following new paragraph:

3 V. The commission shall prepare, in conjunction with the department of health and human
4 services' division for behavioral health, informational materials related to considering and
5 identifying the signs of alcohol use disorder and accessing resources available for persons who may
6 have concerns about alcohol use disorder. The latter information shall refer individuals to the 988 or
7 211 crisis line(s) or equivalent referral resource. Such materials shall be distributed to the consumer
8 with each purchase made at a state liquor store by at least one of the following means: as part of the
9 printed or electronic receipt for the purchase; on bags or other packaging materials; as a separate
10 printed item. Similar information shall also displayed in each state liquor store in either printed
11 poster or electronic static or video format. The content developed under this paragraph may also be
12 re-formatted and distributed by the liquor commission via any other print, signage, and/or
13 electronic means, and to any other group of recipients in any suitable venue, that the commission
14 may deem appropriate.

15 2 Effective Date. This act shall take effect 60 days after its passage.

HB 496-FN- FISCAL NOTE
AS INTRODUCED

AN ACT requiring the liquor commission to distribute certain information in liquor stores.

FISCAL IMPACT: This bill does not provide funding, nor does it authorize new positions.

Estimated State Impact				
	FY 2025	FY 2026	FY 2027	FY 2028
Revenue	\$0	\$0	\$0	\$0
<i>Revenue Fund(s)</i>	None			
Expenditures*	\$0	Indeterminable Increase Up to \$500k	Indeterminable Increase Up to \$500k	Indeterminable Increase Up to \$500k
<i>Funding Source(s)</i>	Liquor Fund and General Fund			
Appropriations*	\$0	\$0	\$0	\$0
<i>Funding Source(s)</i>	None			

*Expenditure = Cost of bill

*Appropriation = Authorized funding to cover cost of bill

METHODOLOGY:

This bill requires the Liquor Commission to produce and distribute information about alcohol use disorder at liquor stores. The Liquor Commission provided the following information regarding the fiscal impact of the bill:

- At the Commission's 65 outlets there were 10,826,913 separate transactions in FY 2022 and 10,658,856 in FY 2023.
- If the required information is printed on bags or other packing materials, the Commission assumes 11 million new bags or packaging materials would be purchased and would last approximately one year based on previous transaction levels. The Commission does not have information on the costs to print new bags and packaging materials, but assumes the additional cost would be many thousands of dollars. Initially, these materials would be purchased on an annual basis.
- Regarding including the required information on a sales receipt, the Commission uses a point-of sale (POS) system developed by both internal and external programmers. The Commission is not able to estimate the development and programming costs associated adding the information to the customers receipt or the cost of thousands additional of roles of receipt paper. The Commission's best estimate of this cost is more than \$100,000 but less than \$500,000.

- The Commission obtained information from the State Graphic Services office on the cost to produced posters to display the required information in the stores and provide to "any other group of recipients in any suitable venue". The cost for 2,000 12"x18" color posters would be about \$800.

It is assumed that any fiscal impact would occur after FY 2025.

AGENCIES CONTACTED:

Liquor Commission