



January 30, 2026

New Hampshire House Commerce and Consumer Affairs Committee
House of Representatives
State House
Concord, NH 03301

Dear Honorable Members of the Committee,

RE: **Support for HB 1765**- Enabling sampling for NH Beverage and Wine Manufacturers

On behalf of the New Hampshire Brewers Association and the nearly 80 breweries we represent across the state, I am writing to express our strong support for this legislation. This bill represents a thoughtful, balanced approach that benefits our entire beverage manufacturing community, including our fellow cideries and winemakers, while supporting New Hampshire's tourism industry and promoting locally-made products.

We feel this language accounts for the interests of many of the key stakeholders, and we believe this bill achieves an important balance:

For Breweries and Wineries: This bill allows manufacturers to serve other types of beverages while remaining under the 1 or 2 drink rule—1 drink without food, or 2 drinks with food from a third party. This provision helps operations that don't have or want to operate a kitchen by offering options for non-beer or non-wine drinkers. This flexibility enhances the tasting room experience, reduces the barrier of entry for small manufacturers, and provides a natural stepping stone toward a restaurant license should they choose to expand into full food service.

It's worth noting that many New Hampshire breweries already operate with restaurant licenses. However, this bill is specifically designed to support smaller manufacturers—those producing under 2,500 barrels—who may lack the resources or staff to operate kitchens or the capacity, equipment, or specialized knowledge to produce ciders, seltzers, kombucha, or wines themselves.

This bill presents an opportunity to grow the craft beverage industry collectively by supporting each other. At the same time, it allows beverages from manufacturers of any size or scale to be sold through proper distribution channels to these smaller tasting rooms. This simply promotes NH-made products in a broader way and makes the tasting experience more hospitable for tourists looking to experience and sample the full range of beverages our state produces.

For Distributors and Self-Distributing Breweries: The ability to sell to more tasting rooms at both breweries and wineries expands market opportunities. Self-distributing breweries gain increased market share by establishing more accounts within their fellow manufacturing community, strengthening New Hampshire's local beverage ecosystem.

For Restaurants: We recognize that restaurants are vital to New Hampshire's hospitality industry, and this bill's limitations actually protect their business model. Manufacturers remain capped at just 1-2 drinks and must rely on third-party food providers, ensuring restaurants maintain their competitive advantage. Restaurants can continue to serve "unlimited" (*within reason*) drinks with their own food service, giving them no reason to reduce their offerings. Importantly, the bill excludes spirits—meaning cocktails remain exclusively under full restaurant/cocktail licenses. Restaurants have recently pushed to expand cocktail-to-go sales, demonstrating their focus on growing their own market advantages rather than limiting taproom operations and, we too support this.

For Food Trucks and Third-Party Food Vendors: The requirement that a second drink be accompanied by third-party food creates new business opportunities for food trucks, caterers, and mobile food vendors. This provision strengthens another segment of New Hampshire's small business community, creating partnerships between beverage manufacturers and food entrepreneurs.

For Advocacy Groups: This bill benefits public health and safety advocates as well, as it maintains the existing 1-2 drink service model rather than increasing consumption limits. The framework prioritizes beverage variety and hospitality without expanding the volume of alcohol that can be served.

For Consumers and Tourism: Visitors and residents alike gain access to a greater variety of New Hampshire-made beverages at more taprooms and wineries across the state, creating a better experience for everyone in their party. Whether someone prefers beer, wine, cider, kombucha, or seltzer, they can now enjoy locally-crafted options together. For those seeking a complete dining experience with cocktails and a few more drinks, restaurants remain an ideal destination.

Economic Impact: It supports job creation across manufacturing, distribution, and hospitality while generating additional tax revenue from increased sales of NH-made products. The craft beverage industry drives economic growth in local communities, and this allows for that growth to continue responsibly. Enhanced tasting room experiences attract more visitors who spend throughout NH—at hotels, retail shops, attractions, and other businesses—multiplying the economic benefit statewide.

The NH Brewers Association urges the Committee to support this balanced legislation that strengthens our local economy, promotes tourism, and expands consumer choice while protecting the interests of all stakeholders.

Thank you for your consideration. I am happy to answer any questions or provide additional information as needed.

Respectfully,



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