



## **News for Immediate Release**

**March 26, 2013**

### **Pennsylvania Liquor Control Board Opens First Rebranded Fine Wine & Good Spirits Premium Collection Store in Allegheny County**

**Pittsburgh** – The Pennsylvania Liquor Control Board, PLCB, today welcomed local elected officials, vendors and the public to the grand opening of the first Fine Wine & Good Spirits Premium Collection Store in the Pittsburgh region at Village at Pine, 125 Towne Center Drive, Wexford.

“The focus of the rebranding initiative is to improve the shopping experience for consumers by making our stores warmer, more inviting and customer-focused,” said Joseph E. Brion, PLCB chairman. “While it took us some time to find the right location, we are pleased to be unveiling the new Fine Wine & Good Spirits Store here in Wexford. With a much larger footprint, the new Premium Collection store gives us the opportunity to provide an expanded selection of Chairman’s Selection® and luxury products to serve our consumers in this market.”

The new store, at more than 10,000 square feet, doubles the size of the wine and spirits store it replaces in the Wexford Plaza Shopping Center. The focal point is a center table, where consumers can always find staff to answer questions or provide guidance. The center table, equipped with a tasting bar and spacious counters for highlighting new products and featured selections, provides a gathering place for consumers to learn about products and find recommendations. Educational materials will also be available, providing information such as:

- Answers to frequently asked questions about wine and spirits;
- A vintage chart;
- A food pairing outline;
- Party planning guide;
- Calorie chart; and
- Tips for responsible hosting and consumption.

An easy-to-use overview of the most popular wines and spirits will help consumers navigate the many choices available throughout the store. To supplement the shopping experience, informational cards showcasing “staff picks” will also be on display.

In addition, the new Fine Wine & Good Spirits Premium Collection Store will have a retail wine specialist on staff to conduct product tastings, provide information and recommendations and answer questions. The retail wine specialist is a new position

at most Premium Collection Stores to provide additional service for consumers wanting more assistance.

“Since we’ve opened the first Fine Wine & Good Spirits Store, the consumer response has been tremendous, resulting in significant financial gain,” said Robert S. Marcus, board member. “In our rebranded stores, we have experienced a 20-30 percent increase in sales, which will ultimately benefit the taxpayers of Pennsylvania through the agency’s transfer to the General Fund.”

Throughout the design and construction, the PLCB has been committed to developing a store that is attractive and environmentally responsible. The majority of the lighting is state-of-the-art LED or energy-efficient compact-fluorescent lighting, using a fraction of the energy of traditional lighting. The store will also sell reusable shopping bags made from 60 percent recycled materials.

The agency’s rebranding initiative will continue with the grand opening of Fine Wine & Good Spirits Premium Collection Stores in Monroeville and Philadelphia, both replacing current PA Wine & Spirits Stores in those markets, in the next month or two.

The Fine Wine & Good Spirits Premium Collection Store in Wexford will be open from 9:00 a.m. to 9:00 p.m., Monday through Saturday, and from noon to 5:00 p.m. on Sunday. To find additional store locations, go to [www.FineWineAndGoodSpirits.com](http://www.FineWineAndGoodSpirits.com).

The PLCB regulates the distribution of beverage alcohol and also operates more than 600 PA Wine & Spirits Stores statewide. Taxes and store profits are returned to Pennsylvania’s General Fund. For more information about the Liquor Control Board, visit [www.lcb.state.pa.us](http://www.lcb.state.pa.us).

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