



## **News for Immediate Release**

**April 23, 2013**

### **Pennsylvania Liquor Control Board Opens New, Rebranded Fine Wine & Good Spirits Premium Collection Store in Monroeville**

**Pittsburgh** – The Pennsylvania Liquor Control Board, PLCB, today welcomed local elected officials, vendors and the public to the grand opening of the Fine Wine & Good Spirits Premium Collection Store at 3845 Northern Pike, Monroeville.

The new store, at nearly 12,000 square feet, doubles the size of the wine and spirits store it replaces in the Miracle Mile 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.

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 Fine Wine & Good Spirits Premium Collection Store will be open from 9:00 a.m. to 10:00 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 wine and 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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