



## **News for Immediate Release**

**April 30, 2014**

### **Pennsylvania Liquor Control Board Completes Extensive Renovation to Create More Customer-Friendly Fine Wine & Good Spirits Store in Milford, Pike County**

**Milford** – The Pennsylvania Liquor Control Board, PLCB, today unveiled the rebranded Fine Wine & Good Spirits Store at 106 W. Harford St., Milford, Pike County.

The remodeled Fine Wine & Good Spirits Store provides a warmer, more inviting retail experience for consumers. With almost 4,600 square feet of space, the store will carry more than 1,700 wines and more than 950 spirits. In addition, Chairman's Selection® wines, which offer consumers select, highly-rated wines at significant savings, will also be available.

The focal point of the store is a center table, which is equipped with spacious counters to highlight new products and featured selections. It provides a gathering place for consumers to learn about products, find recommendations and get assistance. The remodeled store also includes new shelving and décor.

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Throughout the redesign 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.

This remodeled Fine Wine & Good Spirits Store will be open from 9 a.m. to 10 p.m. Monday through Saturday, and from noon to 5 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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