



News for Immediate Release

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Pennsylvania Liquor Control Board Celebrates the Grand Opening of the Largest Retail Fine Wine & Good Spirits Premium Collection Store in the Commonwealth

Pittsburgh store expanded and remodeled to meet consumer demand

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 5956 Penn Circle South, Suite 201, Pittsburgh.

“We are thrilled to cut the ribbon to a store that we believe provides consumers a world-class shopping experience,” said Board Member Robert S. Marcus. “As an agency, from top to bottom, our goal is to not only meet consumer expectations but exceed them from the moment they walk in the door. We believe this store and its staff do just that.”

At 17,674 square feet, the Penn Circle South store is the largest retail wine and spirits store in Pennsylvania and, with more than 350,000 transactions annually, it is one of the busiest.

The refurbished store offers a warm, welcoming atmosphere for consumers to browse an expansive selection of more than 5,700 wine and spirits products, including luxury wine and spirits and Chairman’s Selection products. Also included is an organic wine section for those looking to avoid pesticides and follow an all-natural lifestyle.

The focal point of the new store is the center table, where consumers can always find staff to answer questions and provide guidance. The center table provides spacious counters for highlighting new items and a tasting bar for consumers to learn about new products and find recommendations. It features information such as:

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

An easy-to-use overview of the most popular wine and spirits products will help consumers navigate the many choices available throughout the store. Staff will also provide their own recommendations based on their years of experience.

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.

During the grand opening celebration, consumers were able to enjoy wine and spirits tastings and hors d'oeuvres.

The Fine Wine & Good Spirits Premium Collection Store will be open from 9 a.m. to 10 p.m. on Monday through Saturday, and from noon to 5 p.m. on Sunday. To find additional store locations, go to 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.

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Editor's Note:

At 17,674 square feet, the expanded store is about 35 percent larger than its pre-expansion size (12,998 square feet). The sales area of the expanded store is 10,025 square feet; its storage area is 7,739 square feet.

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