



News for Immediate Release

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Pennsylvania Liquor Control Board Celebrates the Grand Opening of a New Fine Wine & Good Spirits Premium Collection Store in Murrysville, Westmoreland County

Store is the first in the state to feature a 'Made in Pennsylvania' section

Murrysville – 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 the Blue Spruce Shoppes, 109 Blue Spruce Way, Murrysville.

With 8,048 square feet of space, the new location is almost 2½ times larger than the store it replaces. Because of the added space, about 1,000 new products will be offered to consumers, bringing the total to 1,700 wines and more than 1,000 spirits. The store will carry more of the popular Chairman's Selection® wines, giving consumers the opportunity to buy highly rated wines at 30 percent to 40 percent off nationally quoted prices.

The Murrysville store is the first in the state to feature a "Made in Pennsylvania" section, a special area dedicated to wines and spirits made in the commonwealth.

"Pennsylvania's distilleries are growing increasingly popular, and Pennsylvania's wineries produce more than 1 million gallons of wine a year. The PLCB wants to make it even easier for our customers to 'Buy Local' by creating an entire section of products that are made here in Pennsylvania," said PLCB Member Robert S. Marcus. "We're pretty excited about this new section, and we encourage our customers to shop our Pennsylvania-Made products and support in-state producers."

The new store also offers a warm, welcoming atmosphere for consumers to browse the selection and taste featured wine and spirits. The focal point of the new store is a large center table, where consumers can always find staff to answer questions or provide guidance. The center table provides spacious counters for highlighting new items and provides a gathering place for consumers to learn about 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.

Because of the larger selection of wines and spirits to fit every taste, an easy-to-use overview of the most popular products will help consumers navigate the many choices available throughout the store. Staff and a retail wine specialist – who has completed specific wine training – will provide their own recommendations based on their 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.

The new Fine Wine & Good Spirits Store will be open from 9 a.m. to 9 p.m., Monday through Saturday and from noon to 5 p.m. on Sunday. This new location replaces Fine Wine & Good Spirits store #6521, 4610 William Penn Highway, Murrysville, which closed for good at 9 p.m. on Oct. 15. 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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